

2008 River Road Neighborhood Needs Survey

Submitted to:

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December 2008

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Chapter 1

Introduction

In 2001, the City of Eugene adopted amendments to the transportation element of the Eugene-Springfield Metropolitan Area General Plan (Metro Plan) that identify the potential for a mixed-use center in the Lower River Road neighborhood. The mixed-use center (referred to as the Study Area) lies east of River Road between Stults Avenue and Thomason Lane (See Figure 1). The Transportation and Growth Management (TGM) program provided grants to fund a Concept Plan for the Study Area. A key element of the concept plan is evaluating demand for commercial uses in the study area.

To further inform the Concept Plan, the City of Eugene contracted with the University of Oregon's Community Planning Workshop (CPW) to conduct a household survey of property owners. The purpose of the survey was to determine residents' needs and desires for neighborhood commercial services and what modes of transportation residents would use to access local goods and services.

Figure 1. River Road Mixed Use Study Area



Methodology

This study identifies attitudes and opinions of River Road area residents regarding their transportation mode choices and desires for local commercial services. The survey was administered in October 2008. As such, the River Road Neighborhood Needs Survey presents a snapshot of perceptions at a single point in time.

The creation of the Neighborhood Needs Survey was a collaborative process involving the River Road Community Organization, the City of Eugene, and the Community Planning Workshop. The survey was mailed to 1,466 randomly selected households located in lower River Road Neighborhood survey area. The survey area included neighborhood residences South of Howard St. within a ½ mile distance from River Road (See Figure 2).

The sample population was randomly selected from the City of Eugene's "occupant" mailing list. This list was cross-referenced with the list of property owners names so that surveys going to homeowners could be

personally addressed. The names of owners who do not live at their property were purged from the list. The sample population was contacted three times: (1) an initial postcard notified residents that they would be receiving a survey; (2) the second contact was the Neighborhood Needs Survey accompanied by a cover letter explaining the project; and (3) a final postcard thanked residents for their participation and reminded them to complete the survey if they had not yet responded. The third mailing also included contact information that allowed participants to request an additional survey if they had misplaced the original copy. The entire survey mailing and collecting process was completed between October 2nd and October 30th. In all, CPW received 379 valid responses, for a 26% response rate.

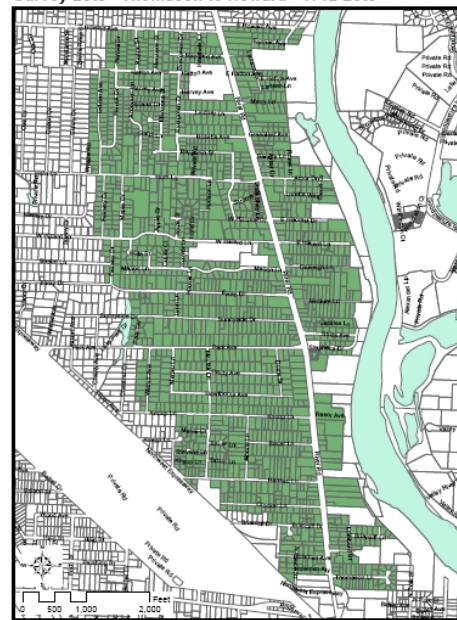
A key concern of organizations that conduct surveys is statistical validity. If one were to assume that the Neighborhood Needs Survey sample was perfectly random *and* that there was no response bias, then the survey would have a margin of error of $\pm 2.5\%$ at the 95% confidence level. In simple terms, this means that if survey were conducted 100 times, the results would end up within $\pm 2.5\%$ of those presented in this report.

One limitation of the study's methodology is potential non-response bias from the mailed survey. The survey results represent higher percentages of homeowners, and households with higher incomes than reported by the U.S. Census in 2000.

Despite these areas of potential response bias, our assessment is that the results provide an accurate representation of the attitudes and opinions of lower River Road residents in October 2008.

Figure 2. Survey Sample Area

Survey Lots - Thomason to Howard - 1712 Lots



Organization of this Report

Section II: Findings includes the following subsections:

Chapter 2: Demographic Characteristics describes the demographic characteristics of survey respondents.

Chapter 3: Survey Findings, describes the type and quantity of residents' current shopping needs, and what commercial goods and services they most desire in the Study Area. It also describes the modes, destinations and frequencies of residents travel patterns, and how they might change with more shopping options in the Study Area.

Appendix A describes the survey methods and contains a copy of the survey instrument.

Appendix B contains a transcript of comments section at the end of the survey.

Chapter 2

Demographic Characteristics of Survey Respondents

This chapter presents a summary of the demographic characteristics of individuals that responded to the Neighborhood Needs Survey. Where appropriate, CPW compared the demographic characteristics of the survey respondents (as reported on the survey) to those of the demographics of area residents, as reported by the 2000 U.S. Census.¹ The survey sample area does not align with 2000 Census block groups, so demographic data was compiled from the block groups that have their centroid within the survey sample area.

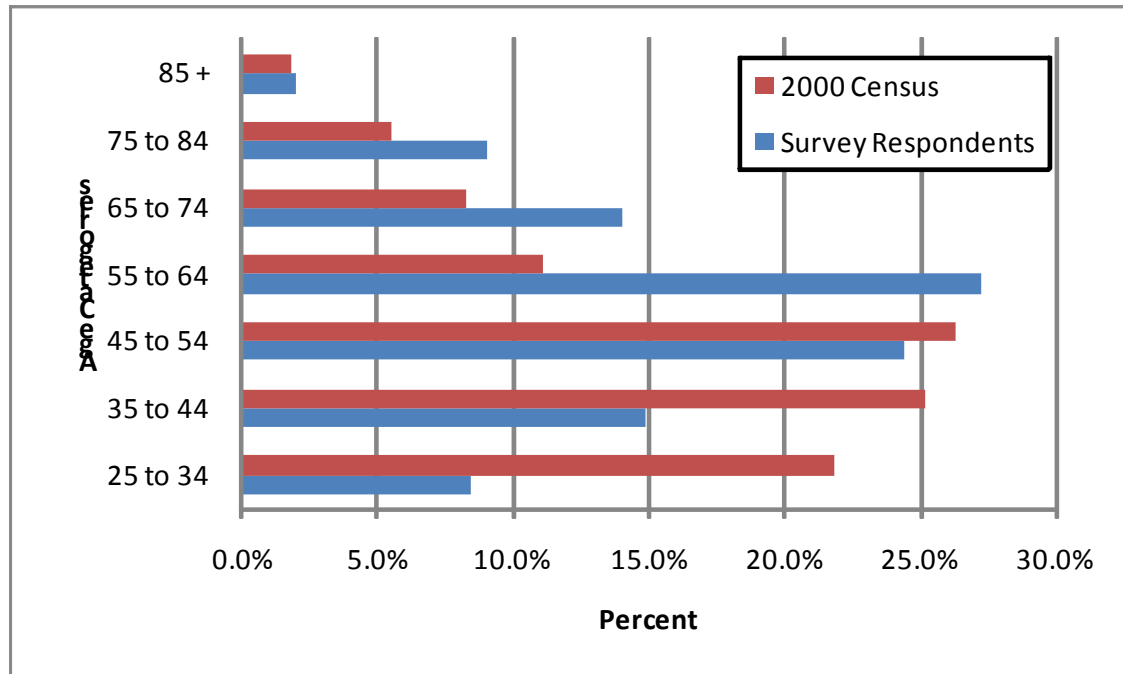
Demographics of Survey Respondents

In any discussion of survey results based upon a population sample, it is important to identify and describe the demographic characteristics of the sample, and compare them to the characteristics of the population as a whole. Significant demographic differences that may exist between the sample and the population as a whole could indicate areas of potential bias.

Figure 2-1 shows the age distribution of Neighborhood Needs Survey respondents compared to the corresponding block group population in the 2000 U.S. Census. In general, respondents under 44 were under-represented when compared to the River Road population. This may be due in part because the survey was sent only to homeowners and likely excludes an residents under the age of 18. Younger people are more likely to rent and less likely to own than older age groups. Survey respondents were over-represented in all age categories above the age of 55. The over-representation may not be quite as extreme as indicated. Nearly 55% of survey respondents noted that they had lived in the River Road neighborhood for 10 years or more. This population has “aged in place.” Today, 2000 Census demographics would not accurately represent their age groups. The average age of survey respondents was 55 years.

¹ CPW recognizes that the 2008 survey results are not directly comparable to the 2000 Census data. However, CPW's think the comparisons are useful as benchmark comparisons to determine whether response bias is an issue.

Figure 2-1. Age of Survey Respondents

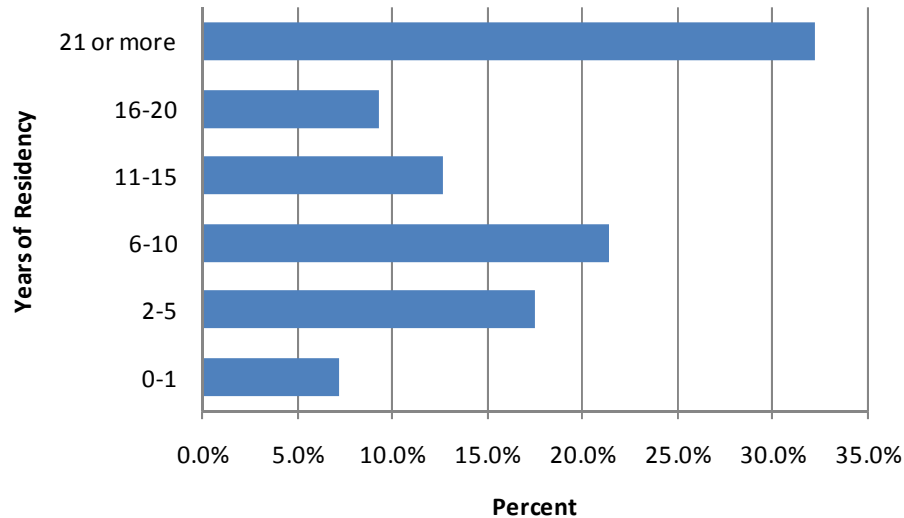


Source: 2008 Neighborhood Needs Survey, 2000 U.S. Census

The gender distribution of survey respondents had a higher percentage of females and than the gender distribution of neighborhood residents, as shown in Table 2-1. Women accounted for 64% of the survey respondents and 51% of area residents.

Figure 2-2 shows length of residence in the River Road Neighborhood of survey respondents. The results indicate that many long-term residents responded to the Neighborhood Needs Survey. Over 32% of respondents have lived in the River Road Neighborhood for more than 21 years. The average length of residence in the Neighborhood was 18 years and the median length of residence was 14 years.

Figure 2-2. Length of Residence of Respondents



Source: 2008 Neighborhood Needs Survey

By basing the survey sample on City of Eugene parcel data, the Neighborhood Needs Survey over-represents homeowners. Out of all respondents that answered the question about tenure, 99% were homeowners. However, 2000 U.S. Census data shows the majority (61%) of homes in the area are owner-occupied. The actual number of owner-occupied units is even higher in the survey sample area. The U.S. Census block group data includes a large apartment complex on Briarcliff Dr. that falls outside of the sample area.

Table 2-1 shows the size of households as reported by survey respondents. Two-person households were the most common household size for Neighborhood Needs Survey respondents. The average household size was 2.31 persons. This is slightly lower than the 2.48 person average household size recorded for the area in the 2000 U.S. Census.

Table 2-1. Household Size

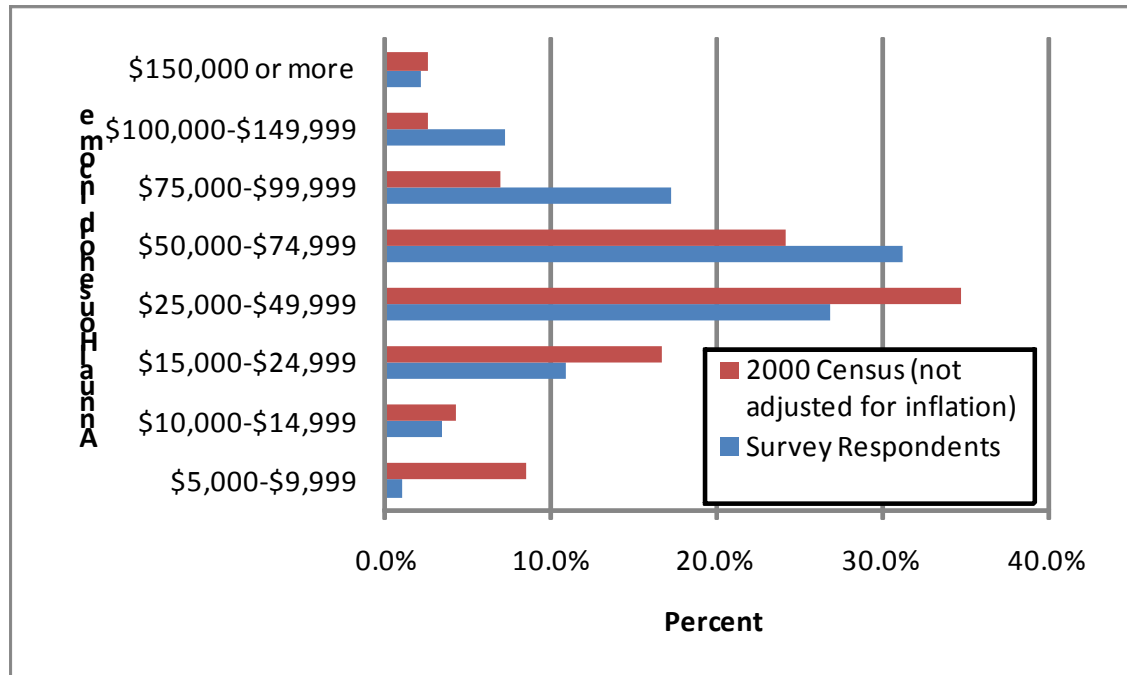
Persons in Household	Number of Respondents	Percent of Respondents
1	69	19.0%
2	187	51.5%
3	47	12.9%
4	49	13.5%
5	10	2.8%
6 or more	1	0.3%
Total	363	100%

Source: 2008 Neighborhood Needs Survey

Figure 2-3 shows the income distribution of survey respondents. Household incomes between \$50,000 and \$74,999 represent 31% of respondent households. An additional 27% made \$25,000 to \$49,999. As compared to 2000 U.S. Census data, the

Neighborhood Needs Survey has more response from higher income households and less response from lower income households. Part of the discrepancy between the Census and Survey data can be accounted for by inflation. A household earning \$42,000 a year in 2000 would be making \$50,000 a year today.²

Figure 2-3. Household Income



Source: 2008 Neighborhood Needs Survey

² Projection data based on annual Statistical Abstracts of the United States via, *The Inflation Calculator*, <http://www.westegg.com/inflation/>

Chapter 3

Survey Findings

This chapter presents the findings of the 2008 River Road Neighborhood Survey. The results are organized in the same order as the questions on the survey. In some tables, the rightmost column is labeled “n.” This represents the number of respondents that answered that particular question.

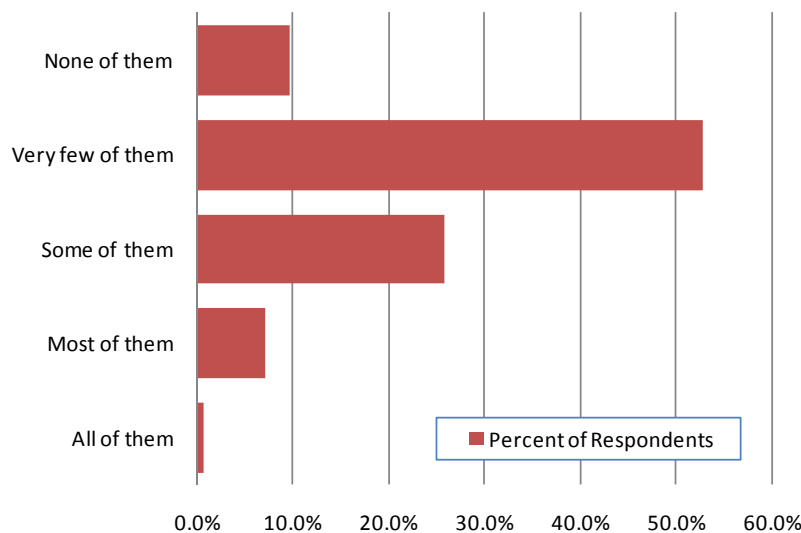
In addition to specific questions addressing the above topics, the survey included a number of open-ended questions (e.g., questions where respondents wrote in their response rather than selecting it from a list). Responses to open-ended questions are presented in Appendix B.

Travel Patterns

The survey asked respondents a number of questions about where they shop and how they travel for shopping purposes. This section presents the results of those questions (Q-1 through Q-6; Q-12 and Q-14).

Figure 3-1 shows the responses to question 1 regarding how many shopping trips respondents make to neighborhood businesses. The majority (nearly 2/3rds) of respondents indicated they “very few” or “none” of the trips in the neighborhood. Less than 10% indicated they made “all” or “most of them” to destinations in the neighborhood.

Figure 3-1. Responses to Q-1: In general, how many of you and your household’s trips for goods or services are made to businesses on or near River Road south of Hillcrest Drive?



Source: 2008 Neighborhood Needs Survey

Question 2 asked respondents to circle roads, areas, or intersections on the map that create the greatest barriers to walking or biking for you and your household. Because of the difficulty of assembling and analyzing the results, they are not reviewed here.

Table 3-1 shows the results of question 3 which addressed shopping trips outside the River Road neighborhood for a variety of goods and services. The results show that respondents are most likely to travel outside of the area for work (nearly 54% indicated they travel outside the area 5 times a week or more). Other services that respondents commonly travel outside the area for one or more times include:

- Groceries (not organic/specialty) – 41%
- Groceries (organic/specialty) – 32%
- Social activities – 31%
- Restaurant or café – 27%

Table 3-1. Responses to Q-3: On average, approximately how frequently have you and members of your household traveled outside the greater River Road neighborhood (south of Beltline, between the Willamette and Northwest Expressway) for the following products, services and activities?

Product/Service/Activity	Frequency						n
	5 times a week or more	1 to 4 times a week	Once every 1 to 2 weeks	Once every 3 weeks to once a month	Once every 2 or 3 months	Very infrequently or not at all	
Automotive services/parts	0.9%	2.9%	6.6%	6.9%	40.5%	42.2%	348
Alcoholic beverages	2.1%	8.3%	14.6%	12.8%	11.3%	50.9%	336
Banking	1.4%	20.3%	28.9%	20.1%	7.2%	22.1%	349
Clothing/shoes	0.6%	2.1%	16.8%	27.9%	30.0%	22.6%	340
Coffee/hot drinks	3.6%	15.6%	13.2%	9.9%	8.1%	49.7%	334
Restaurant or café	3.2%	23.8%	30.7%	20.1%	11.2%	11.2%	349
Fast food restaurant	1.8%	9.7%	15.7%	13.6%	12.1%	47.1%	331
Movies/entertainment	1.7%	7.8%	13.6%	22.3%	19.4%	35.1%	345
Gas	2.0%	16.7%	44.7%	19.6%	3.7%	13.3%	347
Groceries (not organic/specialty)	3.1%	37.6%	30.5%	8.5%	4.3%	16.0%	351
Groceries (organic/specialty)	5.0%	27.3%	19.6%	11.6%	5.6%	30.9%	337
Hardware/garden supplies	1.7%	10.0%	19.1%	31.1%	22.2%	16.0%	351
Housewares	0.9%	4.1%	12.0%	24.9%	32.3%	25.8%	341
Laundry/dry cleaning	0.6%	1.5%	3.3%	4.5%	11.3%	78.8%	335
Library	0.9%	9.8%	10.9%	9.2%	8.0%	61.2%	338
Medical/dental/vision services	0.9%	1.7%	6.3%	15.4%	48.6%	27.1%	350
Farmer's market/craft fair	0.9%	6.2%	20.3%	9.4%	17.1%	46.2%	340
Prescription drugs	0.9%	1.7%	8.4%	22.8%	13.8%	52.4%	347
Parks/recreation	5.2%	11.4%	11.4%	14.0%	16.9%	41.1%	343
Social activities	4.0%	27.5%	23.4%	13.3%	9.8%	22.0%	346
School	12.3%	9.8%	0.3%	0.3%	1.8%	75.4%	325
Work	53.7%	8.3%	1.8%	0.6%	0.3%	35.4%	339
Other products, services or activities	6.3%	40.6%	10.9%	18.8%	6.3%	17.2%	64
Other products, services or activities (2)	0.0%	50.0%	16.7%	0.0%	16.7%	16.7%	12

Source: 2008 Neighborhood Needs Survey

More than two-thirds of respondents indicated that they travel outside the area infrequently (once every two or three months, or very infrequently) for the following items:

- Laundry/dry cleaning – 91%
- Automotive services parts – 83%
- School – 77%
- Library – 69%
- Prescription drugs – 66%

These results should be interpreted with caution – the survey did not ask respondents how frequently they shop for each item (independent of where they shop).

As a follow-up to question 3, question 4 asked respondents to circle three products, services, or activities that they would like to see represented more in their neighborhood. Table 3-2 shows the results. The “percent” columns show the percentage of all respondents that selected that item. The “total” column is the sum of all responses for each product.

While none of the products were selected by a majority of respondents, four products were selected far more frequently than other products:

- Groceries (organic/specialty) – 33%
- Restaurant or café – 31%
- Groceries (not organic/specialty) – 26%
- Farmers market/craft fair – 23%

The results are suggestive of neighborhood desire for these types of vendors. While they indicate some level of neighborhood demand, the results should not be interpreted to mean that these businesses would succeed in the neighborhood. A facility-specific market analysis and feasibility assessment would be required to make such a determination.

Table 3-2. Responses to Q-4: Circle the names of three products, services or activities from Question 3 above that you would like to see represented more in the River Road community.

Product/Service/Activity	Product 1		Product 2		Product 3		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Automotive services/parts	10	2.6%	0	0.0%	0	0.0%	10	2.6%
Alcoholic beverages	8	2.1%	2	0.5%	1	0.3%	11	2.9%
Banking	19	5.0%	1	0.3%	0	0.0%	20	5.3%
Clothing/shoes	15	4.0%	1	0.3%	1	0.3%	17	4.5%
Coffee/hot drinks	25	6.6%	2	0.5%	1	0.3%	28	7.4%
Restaurant or café	78	20.6%	38	10.0%	2	0.5%	118	31.1%
Fast food restaurant	2	0.5%	3	0.8%	0	0.0%	5	1.3%
Movies/entertainment	5	1.3%	7	1.8%	2	0.5%	14	3.7%
Gas	17	4.5%	14	3.7%	4	1.1%	35	9.2%
Groceries (not organic/specialty)	36	9.5%	43	11.3%	21	5.5%	100	26.4%
Groceries (organic/specialty)	27	7.1%	62	16.4%	34	9.0%	123	32.5%
Hardware/garden supplies	1	0.3%	15	4.0%	16	4.2%	32	8.4%
Housewares	0	0.0%	1	0.3%	1	0.3%	2	0.5%
Laundry/dry cleaning	0	0.0%	3	0.8%	3	0.8%	6	1.6%
Library	10	2.6%	10	2.6%	14	3.7%	34	9.0%
Medical/dental/vision services	1	0.3%	1	0.3%	5	1.3%	7	1.8%
Farmer's market/craft fair	20	5.3%	20	5.3%	46	12.1%	86	22.7%
Prescription drugs	3	0.8%	3	0.8%	5	1.3%	11	2.9%
Parks/recreation	4	1.1%	4	1.1%	15	4.0%	23	6.1%
Social activities	2	0.5%	2	0.5%	14	3.7%	18	4.7%
School	1	0.3%	0	0.0%	0	0.0%	1	0.3%
Work	2	0.5%	1	0.3%	4	1.1%	7	1.8%
Other products, services or activities	2	0.5%	2	0.5%	2	0.5%	6	1.6%

Source: 2008 Neighborhood Needs Survey

The next survey question addressed locations where respondents shop. The results show that neighborhood residents shop at a variety of locations in the Eugene/Springfield Metropolitan area. Nearly 73% of respondents indicated that they shop in "all parts of Eugene/Springfield outside the River Road neighborhood" one or more times per week. About 58% of respondents indicated that they shop at the Santa Clara Square and Division Avenue area once or more per week.

Table 3-3. Responses to Q-5: During the past twelve months, approximately how often have you and members of your household made trips to shop or use services at the following locations?

Location	5 times a week or more	1 to 4 times a week	Once every 1 to 2 weeks	Once every 3 weeks to once a month	Once every 2 or 3 months	Very infrequently or not at all	n
All parts of Eugene/Springfield outside the River Road neighborhood	26.8%	45.9%	13.5%	7.4%	3.8%	2.6%	340
Delta Oaks area	0.6%	15.9%	27.4%	20.6%	14.2%	21.2%	339
Downtown	5.6%	22.4%	18.8%	14.4%	14.1%	24.7%	340
Highway 99	1.5%	9.3%	18.0%	20.9%	22.7%	27.6%	344
Santa Clara Square and Division Avenue area	11.0%	47.0%	22.8%	9.9%	4.5%	4.8%	355
Valley River Center area	0.9%	8.5%	17.4%	28.2%	26.2%	18.8%	351
Whiteaker area	2.6%	11.6%	15.3%	10.4%	9.8%	50.3%	346
River Road Commercial Area South of Beltline	6.3%	30.3%	25.1%	17.4%	8.9%	12.0%	350
River Road south of Hillcrest Drive (Study Area)	5.4%	12.9%	14.0%	17.1%	18.0%	32.6%	350

Source: 2008 Neighborhood Needs Survey

The last question in the transportation sequence addressed modes of transportation that respondents and their households use to get to various locations or destinations. The percentages in Table 3-4 represent the number of respondents for each mode/location divided by the total number of responses (379).

Table 3-4. Responses to Q-6: What methods of transportation do you and your household use to reach the following locations?

Location	Walk	Bicycle	Take the bus or Rideshare	Drive	Drive in a carpool	I don't travel here
All parts of Eugene/Springfield outside the River Road neighborhood	12.4%	33.2%	11.1%	90.5%	5.3%	0.5%
Delta Oaks area	1.6%	18.5%	0.8%	79.7%	1.3%	11.6%
Downtown	7.4%	34.3%	14.5%	81.3%	2.1%	6.1%
Highway 99	0.0%	4.0%	0.5%	81.0%	1.1%	10.0%
Santa Clara Square and Division Avenue area	6.9%	21.9%	3.7%	88.7%	0.0%	2.6%
Valley River Center area	23.2%	35.4%	2.4%	1.3%	2.1%	8.2%
Whiteaker area	10.0%	33.5%	3.4%	56.2%	2.4%	25.3%
River Road Commercial Area South of Beltline	16.6%	30.9%	5.3%	81.8%	2.4%	4.7%
River Road commercial areas south of Hillcrest Drive (Study Area)	34.6%	34.3%	2.9%	65.2%	1.8%	9.2%
School	3.4%	12.1%	9.5%	30.1%	1.1%	47.5%
Work	7.1%	27.7%	7.9%	62.3%	3.4%	21.9%

Source: 2008 Neighborhood Needs Survey

Note: Percentages by rows can add to more or less than 100% because respondents could check more than one category

The results show that while respondents use a variety of transportation modes, they drive to most locations. A significant percentage of respondents indicate they they walk or bicycle to various locations, while fewer respondents take the bus or drive in a

carpool. Notably, about 48% of respondents indicated they or someone in their household does not travel to school. More than 25% indicated they do not travel to the Valley River Center area.

The survey also asked how frequently respondents' use various transportation modes for traveling to work, school, shopping or errands. The results are consistent with those in Table 3-4; 94% respondents report driving "very often" or "often" for these purposes. Bicycling was the second most frequently cited mode, with 35% of respondents indicating they used this mode "very often" or "often."

Table 3-5. Responses to Q-12: How frequently do you and your household use the following methods of transportation for getting to work, school, shopping, or errands?

Means of Transport	Very Often	Often	Occasionally	Never	Don't Know	n
Walk	7.1%	10.3%	55.6%	25.4%	1.7%	351
Bicycle	18.6%	16.0%	37.5%	27.5%	0.3%	349
Take bus	5.1%	8.1%	24.3%	61.6%	0.9%	333
Bike/bus/walk combined	4.4%	6.2%	19.3%	67.6%	2.5%	321
Drive	72.9%	21.3%	4.7%	1.1%	0.0%	362
Carpool	5.2%	5.2%	21.5%	65.2%	2.8%	325
Other	8.3%	4.2%	4.2%	50.0%	33.3%	24

Source: 2008 Neighborhood Needs Survey

The last question about transportation asked respondents to indicate whether they felt that a variety of factors were barriers to using alternative transportation modes for traveling to work, school, shopping trips, or errands (Table 3-6). The results indicate that the following factors present the biggest barriers:

- Destinations too far away – 80%
- Quantity of motor vehicle traffic – 69%
- Speed of motor vehicle traffic -65%
- Concern for safety – 63%
- Lack of safe street crossings – 58%
- Unpleasant walking environment – 51%

Table 3-6. Responses to Q-14: Which of the following aspects of the River Road neighborhood create the most significant barriers to you and your household using alternative transportation (walk, bike, or bus) for traveling to work, school, shopping trips, or errands?

Barriers	Yes	No	n
I don't consider using alternative transportation for work, school, shopping trips, or errands	38.5%	61.5%	244
Quantity of motor vehicle traffic	69.0%	31.0%	290
Speed of motor vehicle traffic	64.5%	35.5%	296
Lack of sidewalks or safe walking routes	47.1%	52.9%	278
Lack of safe street crossings	58.1%	41.9%	289
Unpleasant walking environment	51.4%	48.6%	278
Bus service too infrequent	28.1%	71.9%	249
Bus service too slow or inconvenient	39.6%	60.4%	255
Lack of safe bike lanes or routes	40.1%	59.9%	269
Lack of secure bike parking	44.0%	56.0%	268
Concern for safety	62.7%	37.3%	287
Destinations too far away	79.7%	20.3%	291
Other	78.9%	21.1%	38
Other 2	73.9%	26.1%	23
Other 3	55.6%	44.4%	9

Source: 2008 Neighborhood Needs Survey

Shopping Habits

The next series of questions (Q-7 through Q-10) addressed respondents' shopping habits. Specifically, the survey asked questions about household expenditures, what factors are important to shopping choices, and whether respondents shop at a community agriculture subscription (CSA).

Table 3-7 shows annual household expenditures on a variety of items as reported by survey respondents. The results suggest that households tend to spend the most on conventional groceries.

Table 3-7. Responses to Q-7: On average, approximately how much money has your household spent on the following types of purchases each month? (

Type of Purchase	None	\$.01 to \$50	\$50.01 to \$150	\$150.01 to \$250	\$250.01 to \$350	\$350 or more	I don't know	n
Conventional (not organic or specialty) groceries	1.7%	8.9%	25.9%	27.0%	20.1%	14.7%	1.7%	348
Organic/specialty groceries	14.4%	29.4%	27.4%	14.7%	5.2%	5.2%	3.7%	347
Ready-to-eat bakery and deli items	14.5%	71.8%	10.8%	1.2%	0.0%	0.0%	1.7%	344
Restaurant meals	4.3%	34.8%	48.7%	8.0%	2.0%	1.1%	1.1%	351
Basic houseware & hardware items	2.3%	51.4%	32.5%	8.3%	0.9%	0.9%	3.7%	348

Source: 2008 Neighborhood Needs Survey

The next question asked respondents to indicate the importance of various factors in determining where their household shops (Table 3-8). The results indicate the following factors are most important to respondents' households (the percentages represent respondents that checked "very important" or "important"):

- Quality of product/service – 97%
- Helpful customer services – 80%
- Variety of products – 70%
- Low prices – 70%
- Local produce/products – 68%
- Sustainable business practices – 64%

Locations near school/work or other businesses appear to less important factors to many respondents.

Table 3-8. Responses to Q-8: How important are each of the following factors in determining where you will shop for goods or services?

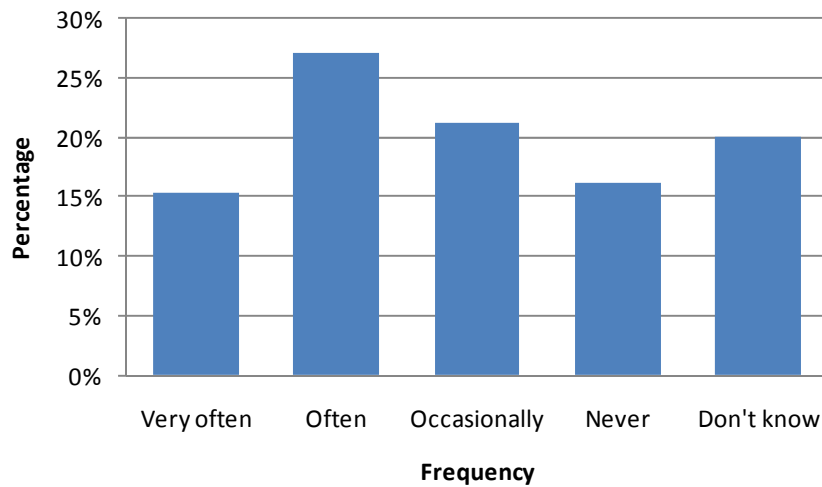
Factor	Very Important	Important	Somewhat Important	Unimportant	Not Considered	n
Low prices	31.6%	38.5%	27.0%	2.0%	0.9%	348
Quality of product/service	54.9%	41.7%	3.1%	0.0%	0.3%	355
Helpful customer service	32.4%	47.3%	18.6%	1.1%	0.6%	355
Wide variety of products	25.4%	45.0%	25.1%	3.4%	1.1%	351
Location near school/work	11.4%	26.1%	26.7%	14.4%	21.4%	341
Location near other businesses I shop at	13.2%	14.0%	24.4%	27.8%	20.6%	349
Location accessible from the Willamette River walk/bike path	11.4%	38.6%	39.1%	7.4%	3.4%	350
Local ownership	21.4%	37.0%	28.8%	7.4%	5.4%	351
Sustainable business practices	23.1%	40.8%	24.0%	5.5%	6.6%	346
Local produce or products	31.1%	37.8%	23.8%	4.5%	2.8%	357
Organic/natural produce and products	30.0%	23.5%	26.1%	13.0%	7.4%	353

Source: 2008 Neighborhood Needs Survey

Question 9 asked respondents to indicate the chain/location of the grocery store they shop at most frequently. Appendix A lists the responses.

Figure 3-2 shows how often respondents purchase local produce. Over 42% of the respondents indicated they purchase local produce "very often" or "often." About 21% selected "occasionally."

Figure 3-2. Responses to Q-10: On average, how often have you or members of your household purchased produce from a local farm, or through a farmer's market or agriculture subscription (CSA) during the past growing season?



Source: 2008 Neighborhood Needs Survey

Demand for Goods in the River Road Neighborhood

The next section of questions asked respondents how likely they are to shop for various goods and services if there were a grocery store or market in the study area. It also asked whether respondents would use alternative transportation modes more frequently if a store existed.

The results in Table 3-9 show that a majority of respondents indicated they would be likely or very likely to purchased most of the products listed.

Table 3-9. Responses to Q-11: If there were a grocery store/market in the study area how likely would you be to purchase the following products there?

Product	Very Likely	Likely	Somewhat Likely	Unlikely	Don't Know	n
Fresh produce	59.7%	24.1%	9.1%	3.1%	4.0%	352
Fresh meats and fish	50.0%	24.2%	13.7%	8.0%	4.0%	351
Milk and cheese	53.7%	26.1%	9.8%	5.7%	4.0%	348
Bakery items	33.0%	23.5%	24.6%	14.0%	4.6%	349
Frozen foods	30.4%	24.9%	26.1%	13.8%	4.6%	349
Canned goods	29.8%	23.6%	29.4%	11.5%	5.2%	347
Bulk foods	43.5%	22.6%	14.9%	12.6%	6.0%	349
Ready-to-eat deli items	21.0%	15.7%	25.4%	30.3%	7.0%	343
Alcoholic beverages	22.4%	20.1%	18.3%	31.1%	7.6%	344
Snack foods	18.2%	20.3%	25.5%	29.9%	5.8%	345
Organic/natural foods	45.2%	18.3%	15.7%	14.3%	6.3%	350
Other specialty foods	27.0%	22.2%	23.8%	12.7%	11.1%	315
Other	9.1%	11.3%	4.2%	12.7%	26.8%	71

Source: 2008 Neighborhood Needs Survey

The final question address whether respondents would change their travel habits if more products and services were available in the neighborhood. The results show that 60% of respondents would drive less often, while 71% would walk more often and 63% would bicycle more often.

Table 3-10. Responses to Q-13: How would your travel methods for shopping trips change if there were more products, services and activities available in the Study Area?

I would . . .	More often	The same amount	Less often	I don't use this mode	I don't know	n
Walk	70.5%	15.3%	1.1%	7.9%	5.1%	353
Bicycle	63.4%	12.8%	0.9%	18.2%	4.8%	352
Take the bus	7.1%	29.0%	4.9%	47.2%	11.7%	324
Drive	6.6%	29.3%	60.3%	1.1%	2.6%	348
Bike/bus/walk combined	16.9%	21.0%	2.5%	43.3%	16.3%	319
Other	14.3%	17.9%	7.1%	14.3%	46.4%	28

Source: 2008 Neighborhood Needs Survey

Appendix A

Survey Methodology

This appendix summarizes the methods used to conduct the 2008 River Road Neighborhood Survey. The survey was distributed to 1,500 property owners within the study area.

The survey was administered in October 2008. Each respondent received a postcard informing them they would receive a survey in the next week to 10 days. The survey was sent October 2008. Each mailed survey packet consisted of: (1) a cover letter that explained the purpose of the survey and described the survey incentives; (2) a copy of the survey; and (3) a postage-paid envelope in which to return the completed survey.

CPW received a total of 379 responses by the November, 2008 cut-off date. This yields a 25% response rate.

The remainder of this appendix includes the survey instrument.

River Road Neighborhood Needs Survey

Instructions: The River Road Community Organization (RRCO) and the City of Eugene want to better understand what types of services residents would find desirable in the River Road neighborhood, and what factors would reduce overall travel needs and support alternatives to automobile travel. We encourage you to complete the enclosed survey to provide your opinions about your neighborhood needs and services.



Ultimately, our goal is to gather information from as many residents as possible, and to use the information to plan for improvements that will help our River Road neighborhood become more livable, vibrant and self-sufficient. Particularly, we hope to understand what services you would use if located in the existing commercial zones along River Road south of Hillcrest Drive (the lower River Road Mixed Use Study Area depicted in the map at left).

All information provided in the survey will be kept anonymous. Your response is voluntary and indicates your willingness to participate in this study. This survey has been sent to 1,500 selected residents within and around the study area depicted at left.

Please take a moment to read each question carefully and answer to the best of your ability for your entire household. The survey should take 15 minutes or less. Please mail the completed survey in the enclosed postage-paid envelope by Friday, October 24th. Thank you for your time!

First, we would like to ask some questions about your travel and shopping habits:

Q-1 In general, how many of you and your household's trips for goods or services are made to businesses on or near River Road south of Hillcrest Drive?

- ☐ All of them
- ☐ Most of them
- ☐ Some of them
- ☐ Very few of them
- ☐ None of them

Q-2 Refer back to the Study Area map above. Please circle any roads, areas, or intersections on the map that create the greatest barriers to walking or biking for you and your household.

Explain:

(optional) _____

Q-3 On average, approximately how frequently have you and members of your household traveled **outside the greater River Road neighborhood** (south of Beltline, between the Willamette and Northwest Expressway) for the following products, services and activities? (Check one box in each row)

Product/Service/Activity	5 times a week or more	1 to 4 times a week	Once every 1 to 2 weeks	Once every 3 weeks to once a month	Once every 2 or 3 months	Very infrequently or not at all
Automotive services/parts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alcoholic beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Banking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clothing/shoes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coffee/hot drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant or café	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast food restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Movies/entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Groceries (not organic/specialty)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Groceries (organic/specialty)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hardware/garden supplies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housewares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laundry/dry cleaning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medical/dental/vision services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farmer's market/craft fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prescription drugs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks/recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other products, services or activities:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q-4 Circle the names of three products, services or activities from Question 3 above that you would like to see represented more in the River Road community.

Q-5 During the past twelve months, approximately how often have you and members of your household made trips to shop or use services at the following locations? (Check one box in each row)

Location	5 times a week or more	1 to 4 times a week	Once every 1 to 2 weeks	Once every 3 weeks to once a month	Once every 2 or 3 months	Very infrequently or not at all
All parts of Eugene/Springfield outside the River Road neighborhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delta Oaks area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Highway 99	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Santa Clara Square and Division Avenue area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Valley River Center area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whiteaker area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
River Road Commercial Area South of Beltline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
River Road south of Hillcrest Drive (Study Area)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q-6 What methods of transportation do you and your household use to reach the following locations? (Check all that apply in each row)

Location	Walk	Bicycle	Take the bus or Rideshare	Drive	Drive in a carpool	I don't travel here
All parts of Eugene/Springfield outside the River Road neighborhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delta Oaks area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Highway 99	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Santa Clara Square and Division Avenue area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Valley River Center area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whiteaker area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
River Road Commercial Area South of Beltline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
River Road commercial areas south of Hillcrest Drive (Study Area)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q-7 On average, approximately how much money has your household spent on the following types of purchases each month? (Check one box in each row)

Type of Purchase	None	\$0.01 to \$50	\$50.01 to \$150	\$150.01 to \$250	\$250.01 to \$350	\$350 or more	I don't know
Conventional (not organic or specialty) groceries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organic/specialty groceries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ready-to-eat bakery and deli items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant meals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Basic houseware & hardware items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q-8 How important are each of the following factors in determining where you will shop for goods or services? (Check one box in each row)

Factor	Very Important	Important	Somewhat Important	Unimportant	Not Considered
Low prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of product/service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpful customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wide variety of products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location near school/work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location near other businesses I shop at	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location accessible from the Willamette River walk/bike path	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local ownership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainable business practices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local produce or products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organic/natural produce and products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q-9 At what store does your household currently purchase the most groceries? (If a chain store then which location)

Q-10 On average, how often have you or members of your household purchased produce from a local farm, or through a farmer's market or agriculture subscription (CSA) during the past growing season?

- ☐ Once a week or more often
- ☐ Once every 1 to 2 weeks
- ☐ Once every 3 weeks to 1 month
- ☐ Once every 2 to 3 months
- ☐ Very rarely or never
- ☐ Don't know

Q-11 If there were a grocery store/market in the study area how likely would you be to purchase the following products there? (Check one box in each row)

Product	Very Likely	Likely	Somewhat Likely	Unlikely	Don't Know
Fresh produce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fresh meats and fish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Milk and cheese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bakery items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frozen foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canned goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bulk foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ready-to-eat deli items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alcoholic beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snack foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organic/natural foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other specialty foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q-12 How frequently do you and your household use the following methods of transportation for getting to work, school, shopping, or errands? (Check one box in each row)

Means of Transport	Very Often	Often	Occasionally	Never	Don't Know
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike/bus/walk combined	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carpool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q-13 How would your travel methods for shopping trips change if there were more products, services and activities available in the Study Area? (Check one box in each row)

I would . . .	More often	The same amount	Less often	I don't use this mode	I don't know
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take the bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike/bus/walk combined	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q-14 Which of the following aspects of the River Road neighborhood create the most significant barriers to you and your household using alternative transportation (walk, bike, or bus) for traveling to work, school, shopping trips, or errands? (Check all that apply)

Barriers	Yes	No
I don't consider using alternative transportation for work, school, shopping trips, or errands	<input type="checkbox"/>	<input type="checkbox"/>
Quantity of motor vehicle traffic	<input type="checkbox"/>	<input type="checkbox"/>
Speed of motor vehicle traffic	<input type="checkbox"/>	<input type="checkbox"/>
Lack of sidewalks or safe walking routes	<input type="checkbox"/>	<input type="checkbox"/>
Lack of safe street crossings	<input type="checkbox"/>	<input type="checkbox"/>
Unpleasant walking environment	<input type="checkbox"/>	<input type="checkbox"/>
Bus service too infrequent	<input type="checkbox"/>	<input type="checkbox"/>
Bus service too slow or inconvenient	<input type="checkbox"/>	<input type="checkbox"/>
Lack of safe bike lanes or routes	<input type="checkbox"/>	<input type="checkbox"/>
Lack of secure bike parking	<input type="checkbox"/>	<input type="checkbox"/>
Concern for safety	<input type="checkbox"/>	<input type="checkbox"/>
Destinations too far away	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>
1) _____	<input type="checkbox"/>	<input type="checkbox"/>
2) _____	<input type="checkbox"/>	<input type="checkbox"/>

Finally, we would like to ask you some questions about yourself and your household:

Q-15 What is your age? _____ years Q-16 What is your gender? ☐ Male ☐ Female

Q-17 How many people live in your household, including yourself? _____

_____ Seniors (65 and over) _____ Children (17 and under)

Q-18 What is your home address? (This information will be used for locational research, you will not be contacted)

Q-19 Do you rent or own your home? ☐ Rent ☐ Own

Q-20 How long have you lived in River Road Neighborhood? _____

Q-21 For the purposes of comparison with U.S. Census data, please estimate your total household income for the year 2007:

- | | |
|--|--|
| <input type="checkbox"/> Less than \$5,000 | <input type="checkbox"/> \$50,000-\$74,999 |
| <input type="checkbox"/> \$5,000-\$9,999 | <input type="checkbox"/> \$75,000-\$99,999 |
| <input type="checkbox"/> \$10,000-14,999 | <input type="checkbox"/> \$100,000-149,999 |
| <input type="checkbox"/> \$15,000-\$24,999 | <input type="checkbox"/> \$150,000 or more |
| <input type="checkbox"/> \$25,000-\$49,999 | <input type="checkbox"/> Decline to answer |

Q-22 Please share any other comments you have about the survey topics or your participation in the River Road Neighborhood Needs survey in the space below.

ALL RESPONSES WILL BE KEPT ANONYMOUS
Thank you for completing the River Road Neighborhood Needs survey

Appendix B:

Transcript of Written Comments

The 2008 River Road Neighborhood Survey included a number of open-ended questions. Appendix B presents the written transcript of responses.

Q-2. Refer back to the Study Area map above. Please circle any roads, areas, or intersections on the map that create the greatest barriers to walking or biking for you and your household.

Explain:

- No barriers (24)
- Park Ave – cars drive too fast!
- Speed – too few pedestrian protected crossings. I travel 40 very carefully most of the time & am always passed by people who must be driving 50 easily.
- One crossing Knoop – getting to go cross Robins Restaurant to the bike path.
- Crossing River Rd from my home street of Elkay is dangerous! Need light (more along RR).
- I bike to and on the bike path, this corner is often difficult (Maxwell/River Road)
- None in that area. The worst are at River Ave/Silver Lane; Division; Irving.
- Crosswalks with lights to stop traffic (Park Ave/River Road)
- Crossing from Knoop by Bell Real Estate to Countryside Pizza
- All of it – greatest barrier to walking/biking is distance to where we need to go. Although, the Willamette walking paths are close to our house, which we do use.
- Need safer street crossings. Need speed bumps on streets.
- Haven't ever walked or biked in the Study Area
- Change the street lights so they have a yellow yield arrow and a green arrow and a red arrow. Crosswalks should all have a yellow flashing light in the center of the road warning traffic from each direction about pedestrians. DUH!!
- The “cement walk assistant” at Knoop & River Rd. is much more of a barrier to vehicles trying to turn left from Knoop onto River Rd. than any “help” for pedestrians. In fact, it actually looks dangerous for pedestrian use.
- In the circled area (River Road, Marion Ln, Elkay Dr.) there are lots of businesses but from Elkay there are two blocks to either light (Park & Hilliard). A crosswalk would help.
- Dr. office there, many older people driving there. (Elkay & River Road)
- During rain season, area between Rasor Dr. and bicycle path is a mudhole. This passage is heavily used.
- No crosswalk to park entrance on Thomason. This is a very dangerous area with many pedestrians crossing.
- River Road bike lanes
- Light takes too long to change when trying to cross River Road (Hilliard & River Road)
- There are no barriers but the traffic is a cause for concern.
- Santa Clara & River Ave (underpass near bus station) can be scary on a bike. I want a bike bridge across Beltline.

- River Road and Elkay area is difficult to cross on bike due to traffic on RR going south.
- Marion to Sunnyside needs a crosswalk across River Rd. Lots of pedestrians between 7-Eleven and bus stop on west side of River Rd.
- There needs to be a crosswalk or signal at Fir Lane to cross River Road & get to the park & bike path.
- None really – don't really like my kids crossing River Road but gotten used to it as they have gotten older. Don't recommend for littler kids though.
- No real access to bike path.
- Because I live on the river side of River Rd., I never walk or bike across River Rd. I am lucky!
- 1) Keep Knoop (difficult to cross River Road). Island is an accident waiting to happen. 2) Beltline bike lane is also a dangerous location. Traffic too busy – cars trying to merge to get onto Beltline pose a great risk to bikers.
- River Road is very busy.
- There are no sidewalks and we are constantly dodging traffic on Fir Lane. (Fir & River Road)
- The only designated pedestrian/bike crossing between 7th & Park is at Knoop. More safe crossings are needed where there are no traffic lights south of Park all the way to N.W. Expressway/Railroad.
- We take Park Ave. because there is a light. Knoop Ln. we take if going south.
- Only on River Road
- Bike path starts on Hillcrest, but there is no light to help cross River Road.
- River Road is the barrier. It is unsafe. Cars move too fast, not enough lights.
- No crosswalks to cross to Maine Jacobs Park!! (Bauer/Knoop & River Road)
- Lack of safe sidewalks going to River Road Elementary School. (Hilliard Ln. & River Road)
- River Road itself
- Cars always parked on Stults River Rd → abandoned vehicles/junk yard – hard to pass/dangerous – road not wide enough. I don't see business zoning for a junk yard! Dangerous to bike (called bike route on Eugene Bike Map).
- Difficulty getting onto River Road from Stultz. Too many cars parked on Stultz makes it a 1-way street.
- No problems – do wish there was more paved access points to river path.
- Crosswalk along this stretch would be helpful (Hansen Ln. & River Road). I've missed buses because I couldn't cross the street.
- For walking or biking we use the west bank bike path, since we live east of River Rd.
- No bike
- Biggest barrier is train track between Chambers & Ferry St. Bridge. We need a couple of tunnels. I bike most of the time & yes, I realize that is not a River Rd issue per se.
- There is no crosswalk to the park between E & W River Road. One for bike traffic would increase safety for bikers & pedestrians from the bike path to W. of River Rd.
- No real barriers besides getting across River Road @ Sunnyside
- There is no barrier except River Rd itself, which is a charmless arterial with speeding traffic, noise and exhaust fumes from which cyclists and pedestrians are not much sheltered.
- A crosswalk or signal at Elkay and River Road is sorely needed.
- Crossing River Road at Knoop to get to the bike path is challenging.

- I do not walk in that area.
- A bridge over the river N. of Valley River at Hillcrest maybe.
- There is no crosswalk or sidewalk at the park entrance! (Thomason & River Road)
- I circled the entire corridor for crossing River Rd. on foot or on bike. Anywhere in this corridor is a barrier.
- Don't use that area.
- We currently walk to Govinda's and Burrito Boy. Also, the 2nd hand furniture store & ????
- Even with the ped. Crossing near Knoop, crossing is difficult and dangerous because of the auto traffic.
- Though there is a pedestrian crosswalk here (Knoop Ln & River Road), commuter traffic generally ignores those crossing on foot or bike.
- All seniors with walking handicaps
- There are few products or services we use in this area.
- Disabled. I can't walk more than a few blocks and I can't bike at all.
- People turning into 7-11 going south come into conflict with cars turning west onto Elkay. The streets of Elkay and McClure do not connect in a straight line. Need a sidewalk by medical clinic.
- Speeding cars & motorcycles frequently up to 60 mph make walking on Park Ave. dangerous. Speed limit is 25 mph.
- River Road – we feel unsafe biking in the bike lane w/o some kind of barrier between bike lane and cars. We ride the sidewalks, and go into the road when there are pedestrians.
- River Road is dangerous in itself. It is hard to feel safe with cars driving 45 mph. Cars rarely stop at crosswalks for pedestrians. Difficult to see pedestrians.
- Not so easy to bike on River Rd, especially @ River Ave. I travel to Body Now via path then bike to Sears & Fred Meyer, but can't get back to bike path on the way back. It's not as bike friendly @ Division & River Rd. Too much terror. Bike path or lane should be @ Division/Beltline exit. Flashing yellow light to push & cross?
- Knoop to RR you put a ped x you made it unsafe for drivers turning into the Countryside Pic Shop from RR. A light w/crosswalk would have been safer. Now you turn from the fast lane into a short, narrow turn. If a car was to hit you as you turn, you could be pushed into a ped. A light where people cross to get to the bike path by the soccer field. Will it take someone being killed? Both these areas I have talked about are main route to the bike path.
- Holeman Ave & Fir St.
- Too old to hike or bike
- I would like a crosswalk/light at Elkay for access to those businesses & bike trail. More safe places/light for crossing River Road.
- We bike almost daily from Hilliard to the bike path; it's accessible and easy for us.
- The walking and bicycling lane in some areas along north side of Hilliard Lane is not wide enough. Brush growth makes it necessary to walk or bike into the traffic lanes when going to or from River Road.
- Crossing River Rd at Hilliard Lane or Park Ave. is stressful with children on bikes as have seen red light runners.

- I feel the whole area isn't too safe for biking. We use the new crosswalk on Knoop daily but we see lots of cars very angry they have to stop for families in the crosswalk. We need a light to stop cars.
- Crossing R Road dangerous.
- We have a traffic light on our street & use it to cross to the river – but 5 lanes is a barrier for many. How about median strip plantings & more walk lights? The current experiment with marked crossings w/o lights is SCARY.
- Elkay Drive – bad/dangerous crossing. Heavy traffic in both directions, yet desirable crossing because of businesses, and most direct walking/biking access to river walk trails.
- None really. We bike and ride a lot.
- Lack of sidewalks (Horn & River Road, Howard Ave & River Road)
- A long entire section shown on the map. Upheaval of sidewalk slabs and large number of bicycles using the sidewalks make walking on the sidewalks hazardous – particularly in the evening and night. Bicycles seem to prefer riding on the sidewalk rather than using the bicycle designated lanes only 4 or 5 feet away. A number of our household and a near neighbor have suffered several falls tripping on raised sidewalk sections caused by growing tree roots.
- Park & River Road. Really long – bad – dangerous intersection – so far never hit anyone (those that go through yellow lights) in close to 20 years (missed a race/biker by an inch – really!)
- There is just nothing to go to in the area. If there were, I would walk there.
- There is a crosswalk near Countryside Pizza, but it is difficult to cross here due to the extent & speed of the traffic. Also, with two lanes of traffic, cars will often stop in one lane, but not in the other, creating a potentially dangerous situation! I would like to walk/bike north on River Road, but there is too much traffic & too much speed!
- Unsure – I don't think there are any specifics.
- RR is so busy we don't walk or bike it. Very concerned about increased number of bikes and our ability to see & avoid bikers. Wish bikers had small flags on a tall plastic rod to increase their visibility!
- Howard & Horn – NO safe bike lanes to ride to school and/or bike path.
- I have sewer to lot, but lot is vacant – no houses.
- I don't bike – don't walk often.
- No one living on this lot (empty).
- Can be a problem to cross River Road on foot to get to bike path.
- Pedestrians & bikers crossing unexpectedly in this area (Bauer Lane to Briarcliff Drive on River Road).
- Problem crossing River Road to walk/bike at park. Light or median/pedestrian would be helpful.
- Loose dogs at times.
- River Rd has much traffic and few safe places to cross that are not stop lights.
- Bike to & from Emerald Park, Park Ave, all side streets are a danger to walk.
- River & Thomason
- It's hard to cross River Rd. to get to the river trail and people are always crossing the road by the bus stops near Fir.
- Very difficult to safely cross the street, especially in the morning.
- I don't experience a lot of barkers b/c I live on the east or river side of River Road so I have easy access to the bike path.

- We don't walk or bike to this area due to distance from home.
- No direct bike or walking path between our home on Park Avenue and North Park/River Rd Rec Center (this is not the study area, but is a regular burden for our family) – we would bike far more often to school & the rec center if a path were available.
- Crossing River Rd (from east to west, or vice versa) is usually difficult if not attempted at the marked crosswalks.
- The River Road corridor from Railroad Blvd. to Park Avenue is very hazardous because of the volume and speed of traffic.
- I think there should be a traffic light and a crosswalk somewhere around Hansen or Crocker Ln. to access the east side of River Road and the bike trail. But almost all shopping and activities can be reached by walking or biking such as crossing the Greenway bike bridge to Valley River Center.
- Need a safe path to Emerald Park from our neighborhood/house and the YG school.
- Lack of sidewalks and no direct access to the bike path on Horn make it difficult for me to use strollers and bike trailers with my kids.
- We walk and bike along the riverside park system – we do not use River Road per se.
- No light at crosswalk – very dangerous!
- Dangerous to turn left out of Hillcrest Dr.
- We don't walk or bike.
- I live on Hansen. I enjoy the park alone or w/dog. I must cross 4 lanes of 40+ mph traffic, often waiting in the 5th turning lane for the other side to clear.
- Open a bridge across to VRC!
- No sidewalk on Park.
- Getting across River Rd going west from the bike path very difficult.
- Crossing River Road is always an “experience.” The area around Goodwill can be a little crazy because of the way the parking lot is configured. People get impatient and careless.
- Not on map – crossing Delta Hwy to get to Market of Choice on Greenacre Rd.
- River Road – long waits for my husband to get across RR to get to bike path via Stults and again on returning to home.
- No sidewalks, nary road.
- Crossing in River Road from Knoop to bike trail there is a crosswalk but drivers seldom stop, it is very dangerous for pedestrians.
- Needs sidewalks.
- The new crosswalk @ Knoop & Rasor was well intended, but it scares me! Other than that, there's no semi-safe crossing from Chambers to Park Ave. Plus, it's a poor design – no turn lanes! Try a light at Knoop.
- Crossing River Rd at the corner of Elkay is a little intimidating.
- Oncoming traffic in middle lanes (Knoop Ln. & RR) as construction onto Knoop & the restaurant at same time.
- Crossing River Rd itself is UNSAFE! Walking on the sidewalk is unpleasant (noise, fast traffic, etc.)
- Access to good quality business
- None – if you are careful and obey the laws and use common sense.

- Horn Lane – lots of traffic so not very safe to walk or ride bike to RR Park, schools, etc. Need bike lane.
- Disabled so must travel by car.
- NW Expressway – biking. River Road – crossing & biking.
- River Rd. is too busy, and wide w/no crosswalk. There is also too much traffic for my kids to feel comfortable riding along River Rd.
- Horn Lane & River Road – just too many cars too often on River Road. I cross River Road on my way to river bike path.
- Dangerous bike path along River Road, cars driving very fast, not enough room for bikes.
- We live on Park Ave. Easy access to crosswalks & bike path.
- Sidewalks would be helpful – or bike lanes _ encouraging more walking and cycling to safely reach the areas south of Hillcrest Dr.
- I live on Crocker Ln, am an avid biker, have a baby, and am pretty scared every time I have to cross River Rd. to get to the bike path – traffic goes fast.
- Sidewalks are not kept clear of encroaching shrubs & ivy, etc. & no curb strip on west side makes it even worse.
- This study area includes few staple businesses.
- Traffic is NEVER traveling @ 25 mph. Elkay is being used like Northwest Expressway. No sidewalks.
- No safe place to walk/bike on connector streets (esp. for kids), i.e.: Horn, Howard, Lake, etc.
- I feel there are few barriers, as I can quickly & easily access the bike path along the river. The exception, of course, is River Rd.
- Hillcrest Dr. & River Rd. needs a button to push for crosswalk.
- We use the bike path for most travel. There could be more access onto the path from our neighborhood (Rosetta St.). As it is, we must use Owosso or Hilyard about 8 blocks separation.
- Except at a traffic light there is no safe place to cross when it's busy. I worry about kids near River Road School. Light there but you know kids.
- River Rd – too noisy, too fast, too busy. Horn Ln, too.
- There are lights at Park & Hilliard (these are safe). The ped. Crossing at Knoop is a joke – cars never stop for peds/bikes there. Anywhere else you are taking your life into your hands – 40+ mph and the cars never stop for peds/bikes.
- Hansen Lane/River Rd cannot see in the dark. Fir St has the park entrance, a daycare center & entrance to bike path – very busy, no crossing at all – very dangerous!
- Crossing River road, overpass.
- River Road – not a pleasant environment to walk.
- Because traffic lights are so far apart, I often ride my bike on the sidewalk until I can cross and use the bike lane going my direction.
- River Road is very uncomfortable for me to bicycle upon. The car speeds are excessive. No barriers to walking.
- Drivers don't stop at crosswalk for pedestrians – a flashing light would be advisable.
- Horn Road is busy & hazardous – prefer walking on river path – cross @ lights.
- The whole “highway” is a barrier. We need an integrated transportation corridor plan that calms traffic, and prioritizes alt. modes. Look at a multi-way boulevard.

- The crosswalk across River Road at Knoop Ln. is really dangerous. The signs are unclear for drivers – sometimes they stop, sometimes they don't. Sometimes one lane of traffic will stop and the other won't. My kids and I have nearly been hit by cars on that crosswalk quite a few times now. It needs signage that makes it clear whether or not it is required to yield to pedestrians.
- River Rd. traffic too fast to cross and a crosswalk is needed just north of Hansen Lane. Perhaps a traffic light.
- A traffic light or pedestrian crossing @ Hansen Ln/River Road. Also lower River Road speed to 30 mph.
- The traffic on River Road both in speed and volume creates the greatest barrier.
- Crossing River Rd anywhere in the map area.
- River Road is the barrier between us & the rest of River Road west of the Road. It is difficult to cross & Elkay is dangerous.
- No barriers. I don't have to cross RR. I go toward the river & bike trail, not toward RR.
- We use the crosswalks but the speed of cars on RR is too high – 30-35 would be better.
- Crossing River Rd. I have clocked cars & trucks in excess of fifty miles per hour.
- Almost all of our walking outings take place on the river side of River Road, except RR school, Govinda's, & Global Delights.
- We avoid walking on River Rd as much as possible & stick to side streets.
- River Road is a serious barrier through its length. Silver Lane intersection is also particularly bad. Traffic runs the light at Park Ave. often enough to make it intimidating even with the light. Bike lanes along River Road are too scary to use due to speed of traffic. I like the pedestrian refuges, but need more of them & slower traffic. Noise of traffic is significant barrier to walking – very unpleasant to walk along River Rd. – even when traffic is light. New surface that dampens noise better.
- No ped crossing signals between Chambers Connector and Park Ave (unsafe to cross).

Q-3. On average, approximately how frequently have you and members of your household traveled outside the greater River Road neighborhood (south of Beltline, between the Willamette and Northwest Expressway) for the following products, services and activities?

Other (1)

- Gym, fitness club (1 to 4 times a week) (4)
- Church (1 to 4 times a week)
- Exercise class (1 to 4 times a week)
- Gas station
- Church (Once every 3 weeks to once a month) (2)
- Hunde & Flocken dog food
- Airport (once every 1 to 2 weeks)
- Most
- Dog park (1 to 4 times a week)
- Volunteer work (1 to 4 times a week)
- Bicycling (1 to 4 times a week)
- A good bakery
- Volunteering (once every 1 to 2 weeks)
- Church (once every 1 to 2 weeks)

- Second hand stores (once every 3 weeks to once a month)
- Sports (5 times a week or more)
- Bookstore (once every 3 weeks to a month) (2)
- Other purchases like antiques, books, office, etc. (1 to 4 times a week)
- Religious (once every 2 or 3 months)
- Pet/animal/farm supplies
- Exercise (1 to 4 times a week)
- Bakery (1 to 4 times a week) (2)
- Hunting (5 times a week or more)
- Bread bakery (1 to 4 times a week)
- New, remodeled, upgrade pls!
- Live music (1 to 4 times a week)
- Fabric/craft (once every 3 weeks to once a month)
- Church (1 to 4 times a week)
- Craft store (once every 2 or 3 months)
- Volunteer activities (1 to 4 times a week)
- Dog grooming (once every 3 weeks to a month)
- Antique shopping (once every 3 weeks to once a month)
- Neighborhood meetings
- Haircuts (once every 2 or 3 months)
- Bakery/coffeehouse/music venue
- Talks/lectures (once every 1 to 2 weeks)
- Veterinarian (once every 2 or 3 months)
- Bookstore (once every 3 weeks to once a month)
- Play music
- Crafts
- Bike shop/repair (1 to 4 times a week)
- Organic health food!!!! (5 times a week or more)
- Post Office
- Vegetable gardening (very infrequently or not at all)
- Kayaking & running (very infrequently or not at all)
- Childcare (1 to 4 times a week)
- Farmers market (1 to 4 times a week)

Other (2)

- Market
- Post Office
- Dog park (1 to 4 times a week)
- Dog park
- Sell or play music (1 to 4 times a week)
- Volunteer (once every 1 to 2 weeks)
- Veterinarian (once every 2 or 3 months)
- Bookstore (once every 3 weeks to once a month)

- Civic participation/membership in various groups (1 to 4 times a week)
- Masseuse (once every 1 to 2 weeks)

Q11. If there were a grocery store/market in the study area how likely would you be to purchase the following products there?

Other

- Locally made products (likely)
- Niche foods (very likely)
- High quality (very likely)
- Local grown (very likely)
- Pedestrian sections (very likely)
- Locally grown or produced (very likely) (2)
- Household (organic) (very likely)
- Local produce
- Herbs/vitamins (very likely)
- Homeopathic meds, Arnica, Plum Flower Meds (very likely)
- Local meat (very likely)
- Greenhouse cleaning products (very likely)
- Household things (very likely)
- Household – soap, etc. (very likely)
- Low price (very likely)
- What's on sale (very likely)
- Bakery (likely)
- Gluten-free food (very likely)
- Asian (very likely)
- Organic & natural paper products & cleaning supplies
- Soy products
- Household, clothes
- Vegetarian items (very likely)
- Everything (very likely)
- Eggs (very likely)
- Gluten-free (very likely)
- Shampooing vet (very likely)
- Feed store

Q12. How frequently do you and your household use the following methods of transportation for getting to work, school, shopping, or errands?

Other

- Wheelchair (very often)
- Motorcycle (often)
- Drive/bike (very often)

Q13. How would your travel methods for shopping trips change if there were more products, services, and activities available in the Study Area?

Other

- Habit/lazy (Yes)
- Carpool – I am in a wheelchair (less often)
- Run (more often)
- Segway (more often)

Q14. Which of the following aspects of the River Road neighborhood create the most significant barriers to you and your household using alternative transportation (walk, bike, or bus) for traveling to work, school, shopping trips, or errands?

Other

- Lighted bike paths
- Light to turn left from N.W. exp. Onto Irving
- Bus system doesn't go where I need to go – or it takes an hour & a half to go the same place I can drive to in 15 minutes!
- Get motion sick on bus
- Homeless camps on river
- No bus shelter to keep out of the rain at RR & Horn Lane
- Volume of grocery purchase
- Rain (2)
- Buses don't run at night, when I am working
- Travel is part of job w/in county
- Cost of bus for short trip
- The commercial offerings in River Road are sort of shabby, run-down, & don't meet many of my day-to-day needs. I would love to see an organic grocery, a bakery/coffee shop, & some updated retail offerings.
- Shopping distance too short for bus or far to walk
- Work in Cottage Grove
- Time (2)
- Health issues – bad knees
- Traveling with small kids
- Distance to bus from home
- Taking my children w/traffic
- Rain/cold
- Transporting shopping goods
- Weather (2)
- Eugene Mission
- Too many transients on bike path
- When bike path feels unsafe, the alternate route (e.g. streets) have no sidewalks – nowhere to walk and feel like it is in the neighborhood – too fast traffic on River Road!
- No natural groceries available w/in walking/biking distance except Red Tarn which is very small.
- Drivers running red lights
- Kids need car seats – too much stuff to carry on bikes or bus
- Discontinuous streets
- Rainy or cold weather

Other 1

- Security alarms on bike path
- Lack of multiple easily access river to street connectors
- Children to transport – bus not convenient
- Human waste at riverside
- Unable to walk more than a few blocks
- Bulky purchases/heavy
- Arthritis
- Lack of interesting shopping places – coffee shop, café, bakery, grocery, other stores
- Lack of law enforcement response

Other 2

- Better security on bike path
- Time
- Difficulty in carrying groceries from bus stop to home

Q22. Please share any other comments you have about the survey topics or your participation in the River Road Neighborhood Needs survey?

- Would really like to see a full service grocery and pharmacy or the like on South River Road. Right now I have to go to either Red Apple or Beltline & River Road area to do major household food purchases. I use Herons on 18th as they deliver for free. Again allowing me not to travel to congested North River Road. FYI – No SASE was enclosed with survey. May account for a low return rate.
- If this survey is to increase taxes in the future we will vote against it and we don't want to come into the City of Eugene.
- I think we need to have more fast-food options in this area, namely Sonic Drive-In, Jack-in-the-Box, Fast Lane Coffee, Starbucks. We are limited to choices at the River Road/Beltline intersection and traffic gets unbearable during commute hours. I would also like to see nicer restaurants in this area. In the past week, I have seen three rear-end collisions at the River Road/Beltline intersection – two of which were at Silver Lane. The traffic around all school zones, especially Howard/Kelly, is poorly monitored. We live approx. 12 blocks away from the schools and there is no safe place for the children to walk on Howard Street, so I will not allow my son to walk to school. Sidewalks are a must on streets, especially on roads and neighborhoods within a mile of any school. I think if taxpayers in these neighborhoods were given the option of paying more taxes as City of Eugene annexes in order to pay for sidewalks to make the streets safer for pedestrians, people would be less against being annexed into the city.
- If a grocery like Kiva with organic vegetables was located in the River Road area (that is shaded) I would always walk/bike & would shop there probably exclusively. It would be of great benefit to our area.
- I question blocks Q-3 and Q-5, you need to include a column for “not applicable.” There are several services that my household does not shop for that are listed on these question blocks.
- Too long!

- I used to ride my bike almost everywhere. Now, the intersections (primarily north of Beltline) are just too dangerous. The bike path along the river is great, if you can get there in one piece. In the 1980's I frequently went to VRC on the bike path. That is still an option, if I never go any farther north than River Ave. before deciding to go to VRC.
- We have tried to ride our bikes on River Road with our kids and without and have been treated as bothersome or with hostility in this neighborhood by drivers – we finally gave up after my husband almost got into a fight with a driver who wouldn't move out of the crosswalk as our kids and ourselves tried to cross – making it so that we had to go somewhat into traffic to get by. (You cannot get to all businesses just by bike path.) There needs to be a crosswalk with a light to get to the park/river near Hanson or Park Avenue – people DO NOT STOP for pedestrians on River Road. River Road needs to be refurbished so that businesses can move in and the traffic needs to be routed so that it can become a pleasant place to live. We need local, pleasant businesses in walking distance & a pleasant place to walk. Bus stops are uncovered & trashy. Buses take too long – need more express buses.
- I've always perceived the Study Area to be a mostly residential area. However, considering the large amount of traffic that flows on lower River Road, it is surprising that there aren't more commercial opportunities along the route. Many of the businesses that do exist in the Study Area don't lend themselves to frequent, useful, or pleasurable resident use, i.e., the amazing plethora of second-hand establishments (used car lots, Goodwill, furniture stores, office furniture, thrift stores, appliance store, "antique" store, since-closed bookstore, etc.), take-out, unappealing-looking restaurants in the area, and a puzzling lack of basic services, such as a grocery and dry-cleaners. As residents of the Study Area, we would appreciate more opportunities to stay closer to home for shopping and other errands, but at the same time, would like to see automobile traffic on River Road reduced. Some services we would like to see in existing commercial areas would be a dry cleaner, more appealing restaurant/grill choices (either chains or locally-owned), grocery store, sit-down coffee shops, and maybe even small clothing/household stores. Many times the age and condition of the commercial buildings don't suggest a pleasurable experience, so we find ourselves traveling to the Coburg/Valley River/Delta Oaks areas for much of our shopping, dining, and errands. Additionally, we frequently use the walking/bike path along the River in the Study Area, and much of the area along the paths is unused, overgrown fields. It would be nice to have these areas developed as parks, so that they may actually be used. We, along with other residents surely, appreciate this study and welcome any opportunities that may make our neighborhood more livable and vibrant.
- 1) We need safer street crossings. 2) We need speed bumps on Elkay Drive. 3) Need a natural food store and acoustic music venue (all smoke-free). 4) DO NOT WANT or need a bridge to Valley River Center. 5) Thank you.
- I generally try to do all my errands, shopping & an appointment in one trip ... and I drive.
- Easier access to Valley River beside Beltline, which is hazardous. I have heard River Rd Park is not getting adequate funds to operate – it is widely used & needs help. Could the Co. Commissioner be more helpful?
- Traffic on River Road is a big deterrent to alternative forms of transportation. Too many cars, driving too fast (faster than the speed limit of 40 mph), and lack of timed stop lights create hazards for walkers & bikers. The bike path is not safe for single travelers after dark. In the winter, this limits most working individuals to River Road, which is too dangerous. High & medium density housing in the River Road area has contributed to a decrease in alternative

transportation. Loss of local businesses has reduced the motivation to shop in our local area. River Road Hardware, Solstice (before Ray's Grocer), and gas stations along with Safeway leaving the area has forced a change in my shopping habits. I much preferred River Road before sewers went in. The influx of city property has coincided with a decrease in livability and simple living standards.

- This seems more like a business survey (criteria for possible demographics for customers) than a transportation survey. What makes "Portland" work with mass transportation is its many bridges – Eugene has 3 and only one utilizes surface streets.
- Thank you for improving the empty lot between Manzana & Evergreen with a lovely new park/playground!! Kudos!! (I know this is not what you asked, but wanted you to know.) River Road area resident.
- 1) Extend bike path on down the river to Junction City & beyond. 2) Enforce laws pertaining to and including bike riders riding in vehicle traffic. 3) Enforce bus drivers being safe on River Road. 4) Change crosswalks to protect pedestrians alerting traffic of their presence in the road!
- Aren't parks for people? What about the park on River Rd. between Park Ave. & Knoop St.? Right now it's for birds, insects, & dogs: 1) weeds, mowed paths & planted native trees is all I see there; 2) dog walkers and homeless are the only people using it; 3) the bike path along the Willamette River cuts right through it, but no cyclists or pedestrians stop to use the "riparian zone." I say "What a shame"!
- I'm 91. I don't drive anymore. The only place I go is to get pills, go to bank, or get groceries and all are on River Road. I only go when needed and my driver can take me, so send the survey to someone that can help you.
- I would like to see the Elkay intersection with River Road easier to navigate. Elkay is a very popular biking and walking route. If there were a crosswalk from Eklay across to McClure, and the McClure bike access to the river were safer for bikes, I think those businesses would benefit and I would be more likely to go to the shopping center at McClure with my 2 & 4 year-olds. The McClure to river bike path access is gravel and a little treacherous (especially with a bike trailer and a road/racing bike). I think it should be paved. Can Oakleigh have bike access? It might encourage people to bike up (or down) the river bike path to the volunteer library. The more accessible the bike path is, the better (and safer). I am currently trying to open a small family practice office in this study area – the annexation & change of occupancy hurdles are formidable for a small business. Is there any way to provide more financial or even moral support to potential business owners? I am finding this process to make it an uphill battle to provide a needed resource. In general it feels unfriendly, and having someone from the planning office or from the study area to be a mentor or resource for desirable businesses would be helpful.
- We would love to see a more upscale shopping environment in place in River Road area. We don't like the discount grocery center (Grocery Outlet) & 2ndc hand clothing stores that are currently in place. We feel that areas along the river should attract different businesses than are already there. For example: automotive services, run-down bars & restaurants don't belong on prime riverfront real estate. They should be more trendy & upscale.
- This is a very nice area to live. Maybe you could take your developers downtown to see what could be done there.
- I just had one question: Why did they put crosswalks in the middle of the blocks crossing River Road instead of at corners like most normal communities? Thanks

- A DOG PARK!!!! These damned dog police have chased all of us dog owners out of our “impromptu” play spaces and the whole idea of loading the dogs up in the car to go play in a sanctioned dog park off AMAZON is ludicrous! I totally miss the community spirit that was exhibited when all of us dog lovers were out with our pups.
- 1) I don’t like Q-3 because it can have 2 diff meanings: Infrequently/never: a) use the service within the RR area 100% & never need to go outside for this service; 2b) I don’t use the service ever, anywhere. 2) A dog park would be nice. 3) We are against wider roads for designated bike lanes or for sidewalks! Except maybe in school areas or congestion of foot & vehicular traffic. 4) We are against curbed streets! And restricted parking.
- Thanks for asking for input! ☺ I would LOVE to see a locally owned progressive market in River Road. We used to shop at Solstice when it was located where Countryside Pizza is. It was not a well-run business. (What? A bakery that never had bread in the mornings?!!) Anyway, it would be great to have a grocery + café (a co-op would be my 1st choice) in the bike train vicinity. One of the reasons I am supporting Rob Handy is his longtime involvement in supporting this kind of responsible growth.
- Local food, music, and pub venue would be nice for the community. There are too many fast food restaurants and too few healthy eateries with local produce.
- I resent these bias and slanted survey questions. The real questions here are: 1) Do you want the city to control what business can open along River Road and do you want them to use your tax dollars to recruit and control. NO. 2) Do you want homeowners to give up part of their yard and pay for sidewalks for4 their front footage? NO. 3) Do you want the city to take people’s property or road space to create bike paths? NO. 4) Do you want to pay more LTD tax to increase bus service to the area? NO. Be honest!! The best way to maintain the quality of life in the River Road area is to stop the city from their insidious grab of control of property in the area. They have proven to be poor managers of tax revenue.
- I would like to see traffic calming, bicycle/pedestrian improvements, and a lower speed limit on River Road.
- The study area is in dire need of some re-vitalization – cafés, restaurants, “happening” spots, music venues ... something. It would be great to stay in the neighborhood & not have to go to Delta Oaks or South Eugene for shopping conveniences. Horn Ln is heavily traveled by peds & bikes. Cars need to SLOW down. It scares me to walk/bike down Horn. And the bike lanes on RR are scary too – cars are going so fast. My husband rides his bike to work. A lot of the time I fear for his safety.
- Keep the river wilder for the future. Only develop where there is existing concrete or blacktop or empty buildings. Develop downtown and make the bike path go downtown. Really all we need is a good grocery store on this end of River Road. There should be more traffic lights on the lower end of River Rd. to make it safe for cars, pedestrians, and bikes.
- 1) The pedestrian crossing island at Knoop & River Road (we have found) is an accident waiting to happen – seems many people are not attentive to the ped. Crossing sign. There are no yellow flashing lights of warning. We have found one car may stop in one lane – other lane cars continue on. At busy time of day can take some time to cross. City buses are great about stopping & then cars stop. Years ago we asked for a stoplight to go in there. There used to be one when it was a market years before we moved to the area, but were told it was not at the top of the priority list. So we were surprised when the island appeared. We still feel a stoplight should be installed at a pedestrian crossing signal. This is a busy intersection with a restaurant & pie business on one side

& Bell Real Estate on the other side. 2) The bike lane by Beltline is another one we find to be dangerous. It's a very busy intersection & the bike lane is in a bad location as cars try to merge to get onto the Beltline. I avoid the bike lane. If I ride my bike to Santa Clara it is mostly along the Willamette bike path which takes me as far as the sewage plant & then I take the sidewalk to Santa Clara Square. 3) We would love to see nodal development here if it does not include building on the Raso Park land which is to be used as an open park space. Would be nice to see the quality of shops will be similar to downtown Broadway, Delta Oaks, 29th & Willamette Plaza.

- Most businesses in the study area have allowed their places of business to deteriorate, making dining, shopping, etc. unappealing. They are in a Catch-22 – don't have the capital to fix things up so don't have customers due to conditions. I love the River Road area but we need renovation of businesses.
- The sidewalks are overgrown with low hanging trees & drugs are being sold on the corners of my block. It is not safe after dark – too much low income housing! Too many kids living without parents at home, too dark. The police and the FBI have stakeouts in my driveway and nothing gets done! WE NEED CHANGE OF GOVERNMENT.
- I find the pedestrian crosswalk put in just north of Knoop to be very dangerous. There have been numerous rear-end collisions because of it. A much better approach would have been to install a traffic light at Knoop Lane like it used to be. Because of the poor road alignment on River Road to the north of Knoop Lane it makes it very difficult to enter River Road safely, and now with the addition of the pedestrian crosswalk it's much worse. I find it outrageous that some residents in the River Road, Santa Clara metro area have not been required to be annexed into the City of Eugene. After all, they all use the City and their services daily – sewer treatment, streets, etc. I would impose an income tax on any resident that works within the City but lives outside its boundaries. I would also stop all fire and ambulance protection to those outside the City. Let them go volunteer and then they can see what their insurance rates would go to. This has gone on long enough; the people in the City limits are paying for those outside. It needs to STOP.
- My family would love to see a grocery store in this neighborhood, especially one with local products and a good variety of organic products. We would really be able to reduce our use of the car if there was a grocery store in our neighborhood.
- We are very happy with Govinda's Restaurant, but that is the only place in our neighborhood that we eat at. It would be very nice if we could buy organic food closer to home.
- My husband & I use bikes to get to school & work. Due to economy we now shop @ Winco & drive there. Otherwise we go to Jerry's or Home Depot & use car. Except for groceries, dr. appointments, & home repairs we are not "shoppers" & don't "do coffee." It would be great to have a restaurant or café that served food in our neighborhood besides the pizza place. We would walk or bike there. If we drive out it is usually Chao Pra Ya in Whiteaker. I cross River Road at Fir to access bike path to get to U of O. Crossing River Road as a pedestrian or cyclist is dangerous if it is busy! More safe crossings please. Good bus service please – don't cut back.
- 1) Would like the roads like Fir to be paved or oiled and fill the holes in the road. 2) Make some way that the hedges trimmed from side of road. 3) Keep the neighbors from littering and old cars to a certain #. We have a place that has at least five. 4) We just need rules to where the house builders keep their material out of the road. 5) I know this won't be done, hasn't for 40 some years.
- I don't feel a need personally for more commercial destinations in the River Rd. area. Reducing traffic noise, speed, & volume on River Rd. and the Chambers connector would be helpful, as

would reducing the volume of train horns. Preserving open space and planting more trees along the river would be appreciated, as would eliminating the zoning overlay that permits increased housing density in single family housing areas. If a significant volume of River Road traffic could be rerouted to NW Expressway, zoning for higher density development on River Road would be acceptable if accompanied by removal of the aforementioned zoning overlays.

- I love to bike on the bikeway, but crossing River Rd. without a stoplight to get there is scary.
- I don't walk to destinations (e.g., shopping, etc.) because, in order to do so, the only direct route is along River Road itself, which also has the sidewalks and strip of grass separating the street and sidewalk. The streets around the River Road neighborhoods would be very pleasant to walk through, but there are no sidewalks, which makes it much less pleasant. River Rd. is a major thoroughfare, carrying a very significant load of traffic. As such, it is dirty and noisy. The bike path along the river is lovely, but it is set too far away from destinations for walking. Other concerns for walking on the bike path: safety (especially when in the "woods") from derelicts and other citizens, and safety from bike and other non-walking traffic that uses it. I would hesitate to walk the path alone, even during the day. I like to use the path for riding my bike since it is more serene and I feel less vulnerable. I have often felt that more small businesses in the area would be preferable and pleasant. It could create a pleasant location for this targeted area of the survey to become better acquainted with one another and create a better sense of safety. I miss the natural foods store that used to be nearby. Though it was small, it was convenient. I don't like the bar that has become a gathering place for some – this gives our neighborhood and image like one could expect on Hwy 99, 6th, & 7th.
- Organic grocery would be a vast improvement to the neighborhood. Instead of traveling to Whiteaker or Delta Oaks area. This was something I considered when purchasing the house. Biking distance to local organic grocery.
- We need more crosswalks – there are none in near vicinity of Main Jacobs Park. People drive like maniacs on River Rd.
- I would like to see some areas more tastefully transformed like areas on Coburg Road that visually look nice. When you start bringing in places like Grocery Outlet and Dollar Store you diminish the esthetics. The River Road area is a beautiful spot in Eugene – why not bring in some beautiful development if that is going to be the inevitable? That's not to say there are not some really cool businesses – there are I think. There is just room for improvement!
- 1) Need sidewalk from corner of River Rd./Hilliard to River Road Elementary. It is dangerous for school aged walkers crossing River Rd. to navigate next to cars. Pedestrians & bikes are forced to share common dirt path. 2) Crosswalks (recent additions) across River Rd. are ignored by drivers. Even with a baby stroller I have waited 8-10 cars before they stop on a crossing. Please install flashing lights or some other indication for cars that pedestrians are crossing. As a car driver it is sometimes hard to notice/see pedestrians w/trees and other foliage. 3) Lights on the bike path would do a lot for safety and would increase evening use for River Rd. area residents.
- I would love to take the bus but because of the "hub" system, I can't get to work without excessive commute time.
- Bus racks too small for recurrent bicycles.
- Please keep Emerald Park & River Road Recreation funded!! Having those facilities available to walk/bike to for exercise & entertainment is HUGE. I am disappointed these types of activities were not addressed. If River Road Rec is unable to continue as it is, lots of people will be driving to the DNC or YMCA, etc.

- Question – Where did Fir Lane go on your map??
- There are empty lots along River Road (the study area) that are past overgrown. It'd be nice to have a park in one of them. There is not a close park to my home where I can travel on foot with small children.
- 1) At my age my needs are few. Younger people have greater needs. 2) It's all the rage now to go "green." So, how about less blacktop, less cement, and less sidewalks. Let's not cover mother earth. Thank you.
- In general we like this neighborhood which is why we bought a house on Crocker Lane. However, River Road is very busy & difficult to cross in the study area – there are no controlled pedestrian crossings – which makes it difficult for my 81 year old mother to cross with a walker or to cross on a bike. Most cars ignore pedestrians and will not stop even if they see you waiting in the turn lane. They need crossings like the ones on Willamette at 15th.
- Basically, there are just very few services we use in the lower RR area. We'd love to bike or walk.
- Local grocery stores with good healthy products and fresh produce is much needed. People often go out of the River Rd. area to buy groceries. It's too much traffic & too congested to go to Fred Meyer and Santa Clara area, so people drive the other direction often, which makes River Rd too congested. When Teal's Market and Solstice Bakery were in the building on River Rd that is now a restaurant & Wild Plum many people walked, biked, or traveled from not far to use these stores. I've always thought that location is perfect for a Market of Choice store or whole foods store. I think it would service a large part of River Rd. There are NO alternative health food grocery stores on River Rd at this point, and very few, maybe just one healthy restaurant. River Rd is a very busy road and there would be a benefit in doing anything to cut down on the traffic.
- It would be great to have better quality services in the study area. I use Gouda's, Goodwill only. Used to love Solstice Bakery/deli/organic produce. Rhetorical: doesn't the weather variable skew the study results? Just wondering. Thanks!
- South River Rd. would greatly benefit from a good grocery store – one that sells medium income brands not a P.C.) but has alternatives to conventional meats, dairy, & produce – local produce and organic produce. Also, the area where bike commuters need to cross just N of the NW Expressway is very dangerous to bikers & peds – more traffic controls for non-cars would encourage more alt. transport. Also, my husband has to go quite far south to commute by bike to W. Eugene (W. 11th) and his ride would be shorter if he could somehow get through the train yards – hmmm ... Hope to see some good developments on South River Road! Best wishes!
- Traffic terrible. Bikes do not obey bike rules: 1) no lights, 2) wrong side of street, 3) don't use designated bike lanes, 4) Ride on sidewalks, 5) Don't stop @ stop signs/lights. Do need another grocery store closer to Park Ave. other than a 7-11 – won't shop there.
- I currently work far from home (30 minute commute). Would love to see more work opportunities available in our neighborhood. I'd also love to see a farmers market close by.
- 1) We want a full service supermarket in the study area. 2) We would like an off-leash dog park or some other convenient location in the study area. 3) There is a need for more trash cans on the bike path. 4) Thanks for giving us this opportunity to provide input.
- Why use Hillcrest as a border? Seems so arbitrary.

- There should be an auto bridge connecting to Valley River and Delta Highway from lower River Rd. This would take a lot of traffic off of Beltline going east to Santa Clara and relieve congestion at Beltline and Delta interchange.
- I believe that we need a grocery store in this area. The closest one is Fred Meyer N. of Beltline or Red Barn (Whiteaker). For my household, we eat organic and buy in bulk. So the quality of the grocery store would have great importance. I would like to see something like a Market of Choice in the area.
- I would like to see a large grocery store south of the Beltline. Also, reasonably priced gas. I also would like to see a nice restaurant where you could get a nice meal that isn't ethnic. There is too much fast food in RR, and not much else.
- We are not at all opposed to increased residential housing in our area, provided that planning also allows for less automobile driving and more opportunities for local shopping, especially for groceries. We would love to have a full-service grocery store that we could walk or bike to. A convenience store would not be adequate. We'd like to do our regular food shopping close to home. The greatest barriers to grocery shopping by bicycle now are the lack of a bicycle lane on River Avenue and the speed of traffic on River Road.
- Please no more business on River Road in this area. Too much traffic as is.
- Bus 55 only goes one way, i.e. direction – very inconvenient one way 7½ mile away. We shop Bimart & Dollar Tree a lot. Could use a cheaper clothing type store – not to compete with Bi mart, but less expensive than Fred Meyer. I find Winco Foods to be the cheapest for food, but do try to use Grocery Outlet on occasion.
- There is no “there” when you get there. I could, with some effort, walk to & in area, but there are very few businesses that I have occasion to patronize. Two little strip malls with nothing affecting me, except Goodwill. No sense of community or neighborliness. If there were anything to go for these unattractive commercial areas, it would be great if there could be a frequent little shuttle tootling round the neighborhood for old folks. Sometimes I bear the traffic to walk down Park & cross @ RR & Park to walk by the river, but it would be wise to get nearer the river without hazarding the crossing, & tiring before getting to the bike path to walk on the bike path because of vagrants.
- Nodal neighborhoods work well in large cities where thousands of people live in high rises. They do not work in a spread out town like Eugene. There is just no way my butcher, baker, and candlestick maker can all be within walking distance of my home. Even the people in the new Crescent Ave. development will be driving to most of their destinations.
- I would be extremely likely to buy as many products as possible in the River Road study area if they were the kind of stores/products I go elsewhere to purchase now because they are unavailable here.
- I don't live in the city.
- This survey is so timely for me for I have often mentioned to friends the things the River Rd area could use or provide to the public. In general I love this neighborhood ... the people, the homes, the gardens, and the quiet. I moved to Eugene 3 years ago and I tell the friends I left behind that I now live in Paradise, but some things this neighborhood surely has room for. I have to drive for the most part to get to some business that I support such as a good bakery like Great Harvest. Such a business would do so well here in the River Rd area. There are not enough (if any) natural food or organic stores in this area – again I have to drive to farmers markets out of the area. I

often take my dog for walks along the river and I sure wish there was a dog park in this area. A coffee house or two would be nice also. I wish River Rd had the following: a great bakery or two, Sundance Natural Foods or such, Laughing Planet or such, a farmers market, a health food store, and a co-op garden area. All of these I would support all the time and I am surprised at the lack of such businesses in this area. Why isn't there? Thank you for sending me this survey!

- We are of an age that our walking/bicycling capabilities are limited. Being retired, we can pick the less congested traffic times to drive to the services we require and we are basically happy with commercial service conditions as they presently exist.
- I appreciate your taking a survey, although I suspect you are only doing it for the record. It's rather widely known that businesses don't want to locate near a low-income neighborhood like mine. Grocery stores in low-income neighborhoods such as the Red Barn can charge higher prices to consumers who have trouble traveling to other stores, eliminating the advantage of having a local market. Once again, the poor pay more. A few of the topic questions are irrelevant since we have so few businesses in the target area. So few stores and yet there is a bar, car lot, and a pornography outlet. The only grocery, bakery, and organic produce outlets were chased out by a greedy landlord. Would you start a business here? Good luck trying to bring positive change to a hard luck part of town with a high speed thoroughfare and a railroad in a flood zone. At least 5th Street Market is close to downtown and attracts the tourist trade.
- Poor street lighting in county areas.
- We desperately need speed control on Park Ave & probably other streets also. Although the limit on Park Ave is 25 mph every day we see cars doing at least 50-65 mph.
- We miss Solstice Bakery. Burrito Boy is too expensive. We never go to 7-11. We've almost got hit by cars while crossing River Road in a crosswalk w/a green light by cars coming out of side streets and making left turns. It's nice that Grocery Outlet has moved to this side of Beltline, but there's often not a good selection. Goodwill and Sara's are good places to shop. We don't like the political signs at Graffiti Alley. Rasor Park area is nice. The river bike path is a wonderful way to bike or walk. We almost always go to Valley River Center via the bike pedestrian bridge, a nice short walk over the river.
- It would be great to have a local farmers market in the new site. Also, a café w/organic salad bar & soups & sweets. A store like Sundance setup would be nice w/the hot bar/cold bar area plus a space to sit inside & outside w/warm drinks & juice bar & sweet treats (sweet café sold here? ☺)
1) I also really like the ½ off distressed produce, bulk foods, homeopathic needs, chicken heads, bulk soaps (Dr. Bonner, laundry, etc). 2) I wished I went to Solstice Bakery more when it was there. I definitely will go now if more of these services return. 3) Cardboard recycle bin in back to pick up & recycle cardboard for our garden & storing fruit & gear & moving boxes. Thanks for doing this!!
- This is a great place to live. Really do not like the plans the city has. From the stupid bridge that was a poor plan not so much the bridge, more the placement to the growth index. We need a county library w/access to all. A dog park by the river so I can walk my dogs, not drive them to walk them. And lights w/crosswalk for the two main River Rd crossings to get to the bike path. Not the stupid thing put in at Knoop.
- We are concerned about the infill of properties causing a loss of quality. I don't feel a large grocery or shopping center in the study area would help our neighborhood at all. Why are tax monies being spent by the city when we aren't even city annexed for this project? We don't want more city involvement – less would be fine.

- Nearest bus service is ½ mile.
- I miss Teal's Market. It was located on the Countryside Pizza building. They had all regular grocery items, produce, and a great meat market. It was close, convenient, and friendly. Everybody in the neighborhood loved it. It was a big loss having them shut down. I like bike commuting, but only do it when it's not raining. Not much you can do about that. I would like more safe places to cross River Road when walking or biking. I like to patronize local businesses as much as possible. I am happy we have a doctor's office, Mexican food, and a good mechanic on lower River Road area. I use all of them regularly.
- The walk, bike, bus issue is interesting – truly there are very few really useful or pleasant businesses in the area. We are connected with the automotive industry & that does reflect my answer to Q-3 – we supply products or service to several of the area businesses in the study area.
- Thank you , thank you! for sending us this survey. To know that the city is looking at ways to improve the River Road area is exciting for our household. We eat organic food, it is very important to us to eat as locally as possible. We ride to work daily, as well as drive, and are committed to helping lower the footprint in our area and on the earth. We look forward to participating in the process you have begun.
- We are concerned about the fast, heavy traffic on our street. Heavy trucks travel our street at over 35 mph (we check them over a measured distance). One child was killed in front of our house, and several cars have run into our fence and trees. There are a lot of children walking to school on our street. Most of the kids are taken to school by their parents in cars or SUVs at 35 to 45 mph. That doesn't show the kids very good driving habits for when they grow up. How about speed bumps on our street (Hilliard Lane)? Thanks.
- I am a resident at Terpening Terrace and 96 years old. I do not wish to take part in this survey. But thank you.
- 1) Need more direct access to bike path with better surfaces than dirt. 2) Allow people to live above their stores. 3) Keep parking off RR so the beauty of the drive is not affected. Remember you can create a neighborhood that people use and need even if they do drive and don't shop organic.
- Nodal development is great!
- Bring back Erwin's. We need lights at the new crosswalks. People get very angry when they have to stop at the crosswalks. People flip you off for needing to use the crosswalks. A light would help.
- 1) The open space & bike path are my favorite parts of the area. 2) I would like to see a traffic slowing method (speed bumps, roundabouts, etc.) on Knoop Lane. People are driving too fast. They need to slow down & move over when there are no sidewalks. Even some signs might help.
- I try to avoid the Beltline/RR area because of all the congestion. I would not like to see so much growth in the study area that would create more congestion in our neighborhood. Small restaurants, service shops, and specialty shops would be nice. No box stores or large retail stores.
- 1) It would be great to have a store like the Kiva or Red Barn within the survey area. 2) It would be great to have a deli/restaurant like Barry's or Humble Bakery in the study area.
- I would probably walk more if I felt it was safe for my pup.
- I'm a senior, and the RR Park is very important to me!
- Can we preserve the arbored garden nature of River Road and create areas with the services & goods that make greater city neighborhoods? I think we can if we talk about it, listen to what

people love about living here. 1) Better bus/rapid transit. Going to downtown is pretty easy in the bus. For some reason, the routes back aren't so easy – too crowded – perhaps we need separate routes deal with one urban area south of Chambers & RR Avenue, and other buses that start drops once they reach River Rd, especially when schools end & during rush hr 5-6ish. 2) The barren 5 lane desert that is called River Rd. It used to be a tree-lined, 3 lane street. Plant a median strip with trees! More lights at intersections. People can use the NW Expressway if they need to go faster. 3) Keep Razor Park a park! Here's my current fantasy – that I can bicycle/walk to a good grocery with great produce (organic), stop at a locally owned microbrew for a treat, drop off some books at a library ... well, I could have moved into a different neighborhood,, but I have a good house, big garden, and a great river close by ... **River Road has a lot going for it – let's make it better, but not a clone of Coburg Rd or any other neighborhood. We are becoming more diverse (which is great!), and are still somewhat affordable for renters & buyers. We have gardens, trees, & one river – and we are close to downtown. I could go on (and on): a) make it easier to connect to downtown via alt. transportation (bus, light rail, etc.); b) encourage/support goods & services such as locally owned groceries, etc. This probably means some higher density housing – DO IT RIGHT. Finally, IF and WHEN we join Eugene, it will go smoother if you grandfather in lower taxes and/or step them in. Many of us own here because it is affordable. Don't punish us for annexing! A lot of us are low/fixed income & want to stay in our homes.**

- Places to sit along the corridor would be great for walking – especially in fall/winter (sheltered?). Drinking fountains. More crosswalks, slower traffic. A weekly open market/crafts flea market venue would be fun. Good locations seen as possible along the corridor. Look at the mural on the Goodwill Store side wall for an idea of a “neighborhood.” An annual “River Road” festival to promote businesses, organizations, independent entrepreneur endeavors and its emphasis on River Road as a large, diverse neighborhood.
- Beltline needs work. Fewer lights – there are 6 between Division & Howard. New or moved fwy access – no new stores until roads widened or improved!
- I would like shops at the nodal area on the way home from work for groceries & supplies. On weekends, evenings we might bike for coffee, dining out, or the library. We live on the Greenway and work at U.O. Kids go to school in RR area. P.S. Very good survey design & questions.
- This has been an extremely difficult thing for me to do. My husband of 42+ years died suddenly (while napping) of a stroke on August 6th. Since his passing my lifestyle has changed considerably, as you can imagine. Without the help & concern, care & love of many of my River Road friends & especially close neighbors I just don't know how I would have made it to this place in my life. I love this area, but now I'm afraid of it, too. There's a footprint in my new planting are in front of my home. I know this sounds trivial, but it's not mine or a close neighbor's. It's from a “peeping tom” or whatever. I just wish the safety issues weren't so great here. A lot of transients come through, so I suppose they make me more nervous than when my husband was here. As far as the shopping – I miss the store that used to occupy the “Countryside Restaurant” – a nearby store would be really nice! I support are area – always have. I'm one of those that were forced to hook up to the sewer system, even though this home is considered county. I frequent our little library and can't afford the city library. I hate that I can't continue to use that library because of \$! I also own a rental that my husband & I purchased for and when my daughter & grandson moved here from Portland. This is on Ginger Ave (also county). So I do have a big stake in this area. I would love to feel safe walking & biking when I need to, but I

know the police/sheriff are at a minimum now. Our country has suffered so much in the last 8 years – hopefully people here will support & help change things (even if just locally) for the better. Once I’m a little less “in shock” and can relate to a semi-normal life again, maybe I’ll be able to help “better” the community. Being a new widow, I’ve got lots to overcome – and I’d truly like to help & support the area in the future. There are a lot of wonderful people here! Hope this survey helps us all.

- I ride the bus monthly at River Rd bus stop. I live on McClure Lane. I walk across to my bus at River Road Medical Group and work at Albertson’s Grocery Store. The cars zip continually – very hard to cross.
- Survey did not include beautification of River Rd. This should be a factor. Replace the UGLY buildings & add some nice flower containers & landscaping on River Rd. The random crosswalks w/no lights do not work. Put yellow blinking caution lights there. Put a trolley on River Road! Another factor is the congestion @ River Road & Silver Lane when NEHS lets out for lunch & afternoon & games. Widen bike path on River Road. We need a grocery store! And a decent restaurant (not Sharri’s!). Better yet, a series of small, affordable storefronts as in Europe. We could buy produce, baked goods, etc. Yes! Renovate Emerald Park pool & gym. The park there is beautiful. Build some businesses along the river where parking lots currently exist.
- A grocery w/fresh produce, meats & cheeses would add a lot to the area. I travel fairly far for these items. Even though Fred Meyer at Santa Clara Square is not that far away, it is definitely not a bike-friendly ride to get there. A small café or restaurant that has healthy food would also be great! The traffic on River Road is a major deterrent from walking or biking; it is a very busy street, and I rarely see bicyclists.
- Thanks!
- Really don’t see the need for further business development from Hillcrest to Thomason Lane. The commercial development for the most part seems old, run down, and unnecessary and random. Sorry.
- A dog park within walking/biking distance would allow me to let you young dog do the running and playing he needs without driving 6+ miles to get there. I used to enjoy having a mid-sized grocery store within easy biking distance. Where Countryside Grill is now.
- We like to bike/walk for recreation, park & trail 4/5 times a week. Frequent (via car) businesses (restaurants, Goodwill, Bimart, Grocery Outlet, Santa Clara/Division, Post Office/ Freddy Meyer. Do not want pedestrian bridge on River Road (eye sore, take up valuable resources/property) unless done right. We do not bike on River Road – concerned with own safety – too many cars going too fast. Do not want more urban sprawl.
- 1) The stores must be competitively priced! If they don’t charge low prices, it won’t keep me from driving ten minutes to get a better deal. 2) A bakery would be nice! 3) Wouldn’t it be cool if River Road had street cars, like they do in San Francisco, instead of these ugly, gas guzzling buses? That would give me an incentive to take public transportation. It would give local (River Road are) residents a new sense of pride in our area.
- In the study area we travel down to use bike paths. Some things that hinder us are the gang writings & porn shop. This is not an area we shop in – only Goodwill. The only fast food, Taco Time, has quite higher prices, so we go elsewhere that seems safer.
- We need something for the teenage kids to do to keep out of trouble. More family things to do. Get Neighborhood Watch back up & running.

- Lower River Road seems to be used as a high-speed transit area for Santa Clara residents to get home. I would appreciate a great number of businesses in this area.
- Pretty long survey.
- 1) Would like to see power lines put underground along RR. 2) Would hate to lose the neighborhood feel – just rows of business along RR together there a mix with homes, trees, parks, and gardens.
- Need to have safe crosswalks (signed) at S. end of study area. I would consider using bus for trips to shopping near Beltline if there was a bus line similar to the Breeze - 50¢.
- It would be great to see a thriving business strip on South River Road that could meet residents' needs for groceries, prescriptions (so sad to see Jodell's drug close), socializing (how about a great coffee shop), clothing (other than Goodwill), gardening (what's happened to Erwin's – are we losing them, too?). Please, no more used car lots! How can we attract/sustain businesses that are more engaged with the local neighborhood, instead of just occupying space & making things uglier? Thanks to whomever is working on this – it would be great to see positive change in this direction.
- Our residence is way north of your study area making the Santa Clara shopping area much more convenient for us, but we could go that direction to shop, bank, etc. if there were desirable businesses in that area. In the past we walked, biked more to get to our destination, but due to the obvious (age) we now drive, and walking a long distance to a bus stop is a concern.
- Not crazy about more development. River Road is getting too congested during the day due to the increased construction of new homes in the area. Unless the new development is local & not chain stores I don't think that it's necessary. Also, sources already exist within a mile or two that satisfy daily needs.
- Some family errands will always be done by car. For example, my daughters take piano lessons in West Eugene at the home of a good friend, immediately after school. And since I've driven that far already, I sometimes shop and get gas at the Fred Meyer on W. 11th. (And frankly, I would hate to see Fred Meyer relocate to the study area). And some destinations will always be so far away that driving is far more convenient. For example, it seems unlikely that the Growers Market Food loop or the Eugene Public Library will relocate closer to home. The study area could really use the return of Solstice Bakery & Market. A nice pub like Sam Bonds Garage (family – friendly by day, a venue for more at night, good but simple organic, local meals) would be great too. Beyond that, it's hard to see what additional goods & services providers can realistically be brought to the study area.
- Our household did not fill out your River Road needs survey as it was too time consuming, repetitive in some situations, not well presented. Better luck next time. Don't trust that the info will be used honestly and appropriately anyway.
- A really good comprehensive market such as Tiels was many years ago would be wonderful. They had nearly everything we needed – high quality merchandise, great service, and they were within easy walking, biking, or bus distance. We really miss them; excellent meat market, produce, fair (reasonable) prices. Also miss a bank within walking distance such as U.S. Bank used to be. I really dislike having to go through all the traffic intersections to get to Santa Clara for banking – or anything else for that matter.
- A grocery store between Beltline & Hwy 99 would be fantastic & is much needed. Trader Joe's would have been great where Grocery Outlet went in.

- A large (full-service) grocery store would be great for the area.
- When River Road was rebuilt in 1987 it was turned into a high speed, high volume speedway. The section between Railroad Blvd. and Park is the worst section. Through traffic should have been routed to Northwest Expressway to preserve the integrity and safety of the neighborhood. By changing aspects of the intersections at Railroad Blvd. and at Irving Road this could still be done. The speed limit between Railroad Blvd. and Park Ave. needs to be reduced to 30 mph. Traffic lights need to be installed at both Briarcliff and Knoop to provide safe passage to pedestrians and bicyclists. This section of River Road acts as an enormous barrier in our neighborhood. Most people live on the west side of River Road, but the bike path and parks are on the east side of River Road. With the bike path we have a good transportation route north and south, but our choices for east and west are terrible because of River Road. The noise and the pollution of River Road traffic are another defect in our area. Since we aren't a rich area, we had no say in the plans for River Road in the 1980s and now our neighborhood has this awful scar running down its middle.
- I can ride my bicycle to all services I need. A few very small business ventures could be added as long as they did not displace anyone living in the area or any business already in this area. Everyone I know in my neighborhood likes this area just the way it is and I would hate to see that change.
- We'd like to see a small McMenamins type pub/restaurant that would draw neighbors & friends together for casual meals or drinks. Also a coffee/bakery with friendly atmosphere & nice ambience.
- I would like to see more of a local "scene" in the River Road area – more restaurants, food stores/markets, coffee houses, a library, locally-owned commerce, entertainment options – within walking distance of our houses. Thank you for doing this work!
- As nice as it would be to have some commercial outlets closer, I prefer more of a quiet neighborhood rather than commercial. The traffic is already enough – being right on River Road I'm very aware of traffic noise and speed. I feel more commercial outlets would not slow or limit traffic on River Road but would increase it. Also, commercial outlets are esthetically unattractive. I would hate to see South River Road become a commercial strip.
- Overall, the lack of sidewalks and bike lanes in this neighborhood concerns me in walking or biking safely with my children.
- Help the Erwins!! Small businesses – especially. The elderly should not be declined their livelihood. City should allow them to stay & renew their permits. Thanks
- I enjoy ethnic/organic food which this neighborhood does not have. There aren't any activities that I do here; there aren't any social activities to go to here. There is very little live jazz or any other sort of music to go to @ a café or place to meet in this neighborhood.
- I would be unlikely to do significant regular food shopping at a nearby grocery. Most shopping would be for small convenience purchases. The bike path along the river is probably the best thing about the River Road neighborhood and our household uses it multiple times most days for both transportation and recreation.
- River Road is very wide and carries a high volume of fast car/vehicle traffic. Within the study area a wider sidewalk with a planted divider between it and the street on the east side of the street would be nice. More frequent flower/sitting spots as per Ferry St. Bridge would also encourage walking. Lights – not just courtesy crossings – for pedestrians would also help. Most help of all

would be that commercial development have a direct tie via easement and planted walkway to the riverside pedestrian/bike paths. This path carries heavy traffic (bike, jogger, pedestrian) mornings and evenings and is the major access way for these modes. Encouraging more use of the riverside paths and walking margins of River Road make them safer places for us all. P.S. Keep the small roads as is/no sidewalks of the neighborhoods – this keeps traffic slow and cautious. It really works!

- All of the new crosswalks installed in the past 2 years need stoplights!! Drivers in the lanes farthest from the peds cannot see people and often don't stop. It may appear that a car is turning and that is why cars are stopped. Someone will be killed or hit. It is safer not to cross at the walk!
- You talk about safety – what about the kids/adults that ride their bikes on the sidewalks or against traffic, or against traffic lights or in the middle of the street? What about the kids who take a big stick and hit your car & take off while you are stopped at a light? Sure a local grocery store would be nice, but really who is going to pay the higher prices because their buying power isn't as good as the Albertson's, Safeways, & Fred Meyers of the world? Can you keep prices down? I like the peace & quietness that I have. Why would I want to change it? Everything that I do is within 10-15 minutes of here. You want to do something – what about the people who decorate your house w/eggs or toilet paper? We as citizens are afraid to say something for fear of more retaliation.
- I ride my bike or walk for pleasure. I need my car when transporting groceries, but have been considering some kind of cart so I could walk. However, I'm not comfortable walking/biking to stores since Safeway moved. I don't feel safe walking to Freddie's/Albertson's.
- Thanks for your work.
- Traffic is a huge problem. If they opened a bridge across the river to Valley River Center that would eliminate ½ the traffic near the Beltline. The Beltline cannot handle the traffic.
- Is there a store like Friendly Street Market? We would go there often.
- Although the proximity of the river bike path should increase bike and pedestrian traffic, River Rd is a road block. The way the lights are timed it seems just as the southbound traffic eases the northbound traffic increases. During rush hours you have to be fleet of foot or a world class sprinter to cross at an uncontrolled intersection. Despite the higher gas prices drivers still are late for work and in a hurry to return home. Until this changes cars will be the dominant form of travel in our area.
- Please consider the possibility of making the lights timed and dropping the speed down to at least 30 miles per hour. It's rare to drive the length of River Road without stopping. The triggered lights create a situation where a momentary lapse of concentration will cause people to run lights. Also, the speed makes hazardous to stop for pedestrians. As a person who walks on River Road every day, I've ceased standing in the turn lane to cross. I've seen people driving in the turning lane and worse passing in the turn lane. I try to use the lights to cross. I sometimes walk to Bimart, Silverlea, or the post office. Those intersections are bad. I'd walk to Santa Clara, Fred's more but Beltline is insane so only on Sunday morning or holidays. How about bike & ped lanes, not on the mail road. Also, the shopping centers are designed for cars. So what about designated alternative transportation areas; what about a few bike racks at each bus stop? When you're designing the mixed uses how are you going to make it user friendly? Oakway and the Willamette are very popular, lots of goods & services, but not very many peds.
- 1) We would really like to see a locally owned grocery store with local products move into our neighborhood. 2) Traffic on River Rd. moves too fast. The crosswalks are not safe because of the

speed of traffic. 3) The bike path along the river could be improved w/more structured lane guidelines.

- S.A.R.A.s has provided River Roaders a gathering place with their monthly events during the summer. We go there once or twice a week to see what's new, pet the cats, and purchase cat food. We are delighted that Govinda's has located nearby. The food is reliably good and healthy, and it is convenient to meet friends and share a meal. Global Delights has enhanced the coffee kiosk with friendliness. The Parks & Recs Annex is a close, frequently used gathering place – essential to building a sense of community. It has been said that people feel secure/safe when they feel a sense of community. Where people feel that sense of community, they also feel they have the power to shape the direction that community will take. These nearby businesses have worked to offer services people want or need and be welcoming so people will come back. I think Amelia's on lower River Road does the same. I am glad Goodwill and the Sewing & Vac Shop is nearby, too. We have a neighborhood mobile bike repair service that we want to know more about. The convenience store on Park Ave. is nice for picking up newspapers and the 7-11 has an ATM which is handy. I would like more welcoming businesses to encourage community interactions.
- It seems, currently, a bit run down. It would be nice if the area became more progressive, meaning nicer services. River Rd is extremely busy to bike and walk with kids. Safety is an issue.
- Horn Lane is a bus route and gets a lot of foot & bike traffic. It is lined by large trees & cannot be made wider without destroying the trees. Traffic on Horn Lane seems to have increased significantly & no room on the edges of the street for people & bikes to get out of traffic. The danger of this situation increases after dark. Also, many of the pedestrians are children/teens walking home from the bus stop. If you turned Horn Lane into a one-way street and turned Hilliard into a one-way street it could create a designated bike & walking lane in a loop without the cost of widening either road. Also, Hilliard Ln. runs straight into the bike path.
- 1) I feel walking & biking bridges over River Road would be a much safer way to cross River Road. 2) Traffic drives extremely fast and rarely stops at crosswalks. 3) Also, would love some smaller, local organic groceries nearby. 4) The neighborhoods are great in this area, along with a wonderful bike & running trail along the Willamette River.
- South of Hillcrest, the only stores I patronize are 7-11 and Burrito Boys. If there were a Winco-type store south of Hillcrest I would patronize. I would only occasionally use other supermarkets (Albertson's Safeway, etc).
- We need a natural food store or Market of Choice. I want ORGANIC.
- Please approach this slowly & carefully! Don't impose absurd restrictions on small, local businesses that we need & want, i.e.: Erwin's Quality Plants. It would be nice if the non-compatible businesses would move elsewhere (Cycle-Sports & Graffiti Alley) but they have been around for awhile. Lower the speed limit on RR to 30-35. Don't allow any more encroachment on the greenway – roads, buildings, paved paths. We USED to have a grocery, gas station & a hardware store. The area was more "self-sufficient" 20 years ago ... odd! ☺ Encourage full funding of the RR Park & Rec district. Support for the RRISC Volunteer Library would be great too. OK, I'll quit now! Thanks ☺
- Outstanding survey – thank you. Usually I hate surveys because they pigeon hole, but this one is very relevant
- Future development of this neighborhood should take into consideration the quality of living that is most important to those who live here and are homeowners. We will live here until we're old &

gray because we love our older homes with big lots, streets that aren't too wide, no curbs, gutters & sidewalks, low traffic volume on the neighborhood streets. If the question were ever asked, we do not want more apartments and 6-packs developed for the sake of increasing density in the Eugene area. We do not want zoning that will allow speculators to target lower River Road neighbors because we have oversized lots compared to the typical sub-standard lot sizes in Eugene's land use plan. Most importantly, we love the greenbelt along the river and the open spaces along the bike path. This should be preserved for everyone – it is a gem that glistens quietly.

- Would love to see a coffee shop/bakery with good quality and/or organic options – some sort of neighborhood hub to make River Rd feel more like a neighborhood. A grocery store with organics would be great.
- 1) Our neighborhood desperately needs a quality grocery & café/coffeehouse – we still mourn the loss of Solstice Bakery (w/café & grocery). 2) What a divisive element River Rd. itself has become in our neighborhood – it bisects the neighborhood & creates a hazard for residents! In addition, it is truly an eyesore. 3) What a mistake to not capitalize on our neighborhood's proximity to the beautiful greenway & river. 4) I am an avid supporter of the design elements proposed by U of O professor/staff during neighborhood meetings (i.e.: boulevard," etc.).
- We need better quality restaurants. All the groovy ones are downtown or elsewhere. Just something with good food, a nice atmosphere, and good customer service. Even a café Yumm! Or something similar would be nice. Or a coffee shop/café or natural foods market would be good. People like to walk/bike to these types of places. There are too many quickie mart & drive-thru places. People drive to these places. If it was a really good place, people would come from Santa Clara & Whiteaker neighborhoods, too. It'd be good if there were several good things in one area (coffee shop, restaurant, market, salon) without being an ugly strip mall. Either in existing cute homes turned into commercial zones or new development similar to Crescent Village.
- I have been hoping we would have a post office annex, a food market, a generic money source. We would use these services & would use alternative transportation. I am delighted you are asking. Can I help? P.S. I want good quality businesses. This is a great neighborhood.
- I would bike and use the bus more, but I am disabled and rely on a car more than I would normally choose. This should be factored into the survey somehow. Thank you.
- I feel that we have a good and safe neighborhood. I would hate to see any commercial development off of River Road.
- This survey has problems. For example: Q3 asks how frequently you travel outside area for specific things. What if you don't use, i.e.: "coffee/hot drinks" – if I put very infrequently you may assume I obtain locally – need column for don't use. Q12 – my answers are different if you include leisure/recreation/social. I carpool a lot for these, but never for errands/shopping.
- 1) Solve the annexation problem with this simple solution: When a house is sold, the new owners are annexed. 2) The pedestrian crosswalks are ineffective. I often had to wait over 5 minutes for traffic to stop or get a clearing. In one case, a sheriff's car went through! 3) I used to bike to work (UO) almost every day, but since becoming a parent, I do not feel safe crossing River Road with my bike trailer (Knoop Ave crosswalk). *Solution: Blinking amber light that pedestrians can change to red. 4) I would take the bus if there were cross town express routes. Winding through the neighborhoods and changing at the central depot turns a 12-minute car ride into a one-hour adventure. I am not willing to invest that amount of time 2 times per day. In addition, there is no

safe place to cross at my son's daycare (Thomason Lane & River Road). 5) As our son gets older, we anticipate more trips to the Whiteaker area. 6) We are thankful to have a library now.

- One of our biggest barriers and restrictions we have about reducing our car use is the school we have chosen for our daughter. She is ½ French and we have chosen the French Immersion School. One of the reasons we moved to Eugene is its great public school choices. We do not live close to the school because we were not able to find affordable housing w/a large yard in that area like we were able to on the River Rd. area. Home gardening is a huge priority for us. Not to mention my husband and I are closer to work here than we would be in South Eugene. We carpool to school but continue to be at a standoff between the best school choice for our daughter and environmental responsibility.
- Difficult to answer. Took more than 15 minutes!
- Many reasons to reduce use of cars – climate change, peak oil, environment. Neighbors are responsible for creating more local culture. Would be great to have a trolley along RR – Santa Clara to downtown, could use railway right of way from Chambers Bridge to train station.
- I think the pedestrian crossings on R. Road should have flashing lights. When someone wants to cross, I see so many drivers not stopping for pedestrians. I want to start riding my bike more. We do walk to my daughter's dance school several times a week using both R. Road & the bike path. Walk to Goodwill on R. Road. I would love to see a branch library and a grocery store on the south end of R. Road. A Wash. Mutual bank would be nice, anything to avoid the Fred Meyer.
- 1) The “bike” path is treated as a walking path – sometimes several people wide walking with no concern for cyclists – same w/joggers – there needs to be dedicated bark walking/running trail side by side so cyclists can feel good about commuting and great enforcement of rules so we can all share successfully. 2) Greater patrol on bike path – too many transients – unsafe to walk at dusk or in mornings.
- We would love to see a Market of Choice in the River Road area or see Fred Meyer expand its organic/natural groceries section. A safe crossing at Briarcliff is needed. The foot traffic on Briarcliff is extensive and people cross all day. We have seen 2 pedestrians/bicyclists hit since we lived at this house.
- As ridiculous as this may sound, I've always wondered why there was not a gas station in the study area. Especially Sequential.
- I have always wanted a bridge over to Valley River area. It would save so much time & gas. I have doctors & relatives which are in that area. We also need an off-ramp off the Washington St. Bridge onto 1st Street. This would relieve a lot of the traffic on 6th & save gas and time.
- We often think of moving to South Eugene to live closer to the grocery stores & schools we use. More “alternative/progressive” shops, cafes, & organic produce providers would make the River Road area much more appealing. Why Cycle Sports & auto places have prime real estate on River Road is beyond me. The arrival of a Grocery Outlet in the old Safeway location is also a major blight on this side of town. I think there is clear demand for a natural foods store in the area south of Hillcrest. Thanks for your efforts.
- Thanks for doing this survey!
- We have lived without a natural foods/specialty grocery store in our neighborhood since moving to our home south of the Beltline 16 years ago. We have also lived without a cozy café serving wholesome food. We don't patronize the fast food chains that dominate the area. We drive elsewhere to dine out and shop for food and other services. It would be wonderful to see some

new additions and changes in this part of town that desperately needs to expand its offerings. We would definitely support new establishments if they provided a wider variety of healthy foods and local flavor.

- Bring a grocery store on my side of River Road. And clean up the strip mall on this side of town. There is very little to offer as far as stores and restaurants.
- 1) We have many transients in the park behind our house (Maurie Jacobs Park) & there is also quite a bit of alcohol & drug use going on there. We'd love to see it cleaned up. 2) I'd love to have an affordable gym close to home with nice equipment.
- Bridge across river from River Road to Valley River Center.
- We don't want a bridge over the river in our neighborhood.
- The biggest thing for me is crossing River Rd. to get to the bike path. I love being close to the bike path.
- I think that an eddy needs to exist on River Road in order for it to become a place to be. Traffic needs to be more sensitive to pedestrian needs. If there were some basic storefronts that will become a daily destination, all in an isolated area, that would be a good reason to slow traffic down. Could there be a couple of pedestrian bridges? We need an organic grocery store, a great café, a cool bar just like Whiteaker has in the space of a city block. This would give our neighborhood a feeling of completeness – self-sufficiency. Lowish prices are really important to one. I avoid Red Barn (go all the way to Friendly's!) because their prices are way out. Thanks!
- 1) Postal service: I hate not having a neighborhood mailbox! One must travel to/through a very congested area just to mail a letter. 2) Groceries: Safeway was a big loss. There is a psychological barrier for those of us south of the Beltline to cross it. It was so easy to take back roads to the Safeway and return the same way. Closure of the Safeway on W. 11th added insult to injury. Some of us hate Albertson's so we're stuck with Fred Meyer (not bad), augmented by PC Market of Choice and Safeway on Coburg Rd. The new Grocery Outlet that opened in the Safeway building is a bad joke, full of junk, plus a very limited selection of merchandise. It's the grocery store equivalent of a dollar store. Yuk! 3) My greatest concern is that River Road south of the Beltline will become a strip mall. It's already on its way. Please keep any future development in small, tight clusters to preserve homes and landscaping we travel through to reach our homes. Also, be aware that we do not need more cars traveling River Road. That will lead to calls for a second bridge across the Willamette, which will lead to more traffic, and on and on. Thank you.
- Biggest obstacle to community to work is there is no direct bus route from River Road to Delta Oaks area.
- I can't quantify my purchases the way this survey requires – who can? Study area includes very few stores, need regularly: Sears, 7-11, Joel's (as needed), Lunches to Go; up River Road Bimart, Grocery Outlet, Joann's, Dollar store. We really need a replacement for Solstice Bakery & Grocery. We also lost our bookstore.
- People take Elkay Drive off Northwest Expressway to go north on River Road or to continue on Northwest Expressway. They drive at speeds comparable to Northwest Expressway. The largest part of Elkay traffic is not by residents, but by commuters and commercial traffic. Elkay is a very dangerous road and there are no sidewalks. I have repeatedly called the police to monitor this road. It is being traveled, more times than not, at speeds higher than 40 miles per hour, sometimes as high as 60 or more. It affects all our lives on this street. If any of us knew how awful it was none of us would have bought houses here.

- Our area needs a great little deli with fresh baked breads and pastry & coffee – with seating outside. Wouldn't that be great?!
- I sometimes bicycle to River Bend Hospital, but it is not a very safe route. I leave too early to take the bus.
- I would use a supermarket in the study area, but unless it was a Winco I'd probably continue to drive to Winco on Barger once a week. The others are too expensive. I get gas at the Arco there too. I work at home so I only take the car out 2-3 times a week. I combine errands to reduce driving, but I don't have time for buses. A credit union in the area would be helpful.
- Less speed on River Road. More law enforcement.
- I love River Rd Parks & Rec. ASAP and swimming facilities. Park is great too!
- My children go to schools within our neighborhood, which allows us to bike to/from school frequently. We attend Yujin Gakven and River Road Parks Rec. Preschool. Each of the bike routes, though certainly navigable, could use work. On our route to Yujin Gakven (the section of Grove Ave. from Howad Elementary to Silver Lane) there are no sidewalks and only one bike lane. This stretch of road feeds Howard Elementary, Kelly Middle School, Yujin Gakven, Corridor, and NEHS. This stretch is full of walkers, bikers, skaters, and cars. The lack of sidewalks or adequate bike lanes is increased by the regular decision of drivers to park in the one existing bike/walker lane. This is dangerous and an excellent example of the all-too-frequent conditions for bikers and walkers on River Road back streets. Without sidewalks and unpredictable bike lanes we are exposed to car drivers' sometimes unsafe maneuvers.
- We need a neighborhood small to mid-size health food/deli/bakery. We love to walk & ride bikes & need a place to meet & shop. Years ago, maybe 10, we had Solstice, a bakery, restaurant, store. It was busy every day with locals meeting.
- River Road is an incredibly unique area. We would love to see the return of some small, local groceries and other businesses. I love the dog wash and thrift stores in lower RR, but they often have limited services. More places to "hang out" (i.e.: gather) would be great. Reformating River Road into a more all user-friendly thoroughway, like a multi-way blvd, would be great. Now, it just bisects the neighborhoods like a knife. Trying to safely cross is a joke. We have a lot of potential here. Hopefully we can realize it.
- Consider that the park on Fir St. is very busy with the park, bicycle path, daycare center, mothers/fathers dropping off and picking up and speeding cars in and out with NO crosswalks or street lights – traffic speed on River Rd should be cut way down. There should be a crosswalk with lights. There should at least be a large street light on Hansen and River Rd. There have been several wrecks & close calls on Hansen with the house on the corner all blackened out with foil in their windows. Bikes and people crossing in the dark is an extreme danger.
- Grocery stores & restaurants are what I feel our neighborhood is lacking. I am very glad to have the pedestrian crosswalk at Knoop Av. & River Rd., but I do not feel safe crossing there. I believe it at least needs better illumination – pedestrians are very difficult to see at night. Even better would be pedestrian=activated lights like I've seen in Corvallis. I'm disappointed at how little traffic stops for pedestrians and would like to see more enforcement of crosswalk laws. Thank you.
- We really enjoy living in this area, though we would enjoy it more if we had more ready access to grocery shopping & leisure-time activities (e.g. coffee shops, etc.) in the neighborhood. We use the bike path a lot to commute. But, we would be able to use our car much less if more of our

needs were met in the neighborhood. Crossing River Rd, especially with our young children, is terrifying.

- I feel like I can't walk to any services from my house. A locally owned grocery store would be fabulous. I have great access to the bike path – restaurants, cafes, or grocery stores accessible from the bike path would enable me to bike more. Any opportunity to make River Rd. more ped. Friendly would enhance the quality of the neighborhood. Thanks for conducting this survey!
- We enjoy the rural “feel” of the Park Avenue area, i.e. the lack of sidewalks; close-knit neighborhoods (neighborliness); large lots with the ability to raise vegetable gardens and have wedding receptions, church gatherings, etc. in the back yard; “relative” quietness of the area.
- I would like to see a thriving local shopping area. It should be bike/walk friendly; ideally with pleasant walking/biking access to shopping away from the traffic of River Road. Crossing River Road is safe, but walking along River Road is fairly hazardous due to the traffic volume, side streets, & driveways. With the river on the east side, a pleasant pedestrian/biking storefront area could be developed w/sidewalk café & shopping spaces which would make for a pleasant outing.
- River Road is a hazard and liability. It needs big changes to become an asset and amenity. 1) Minimize parking requirements for business and residential. Less asphalt = more space for outdoor cafes, plazas, pedestrian amenities – incentivize transit-oriented development. 2) Integrate best practices for storm water – treat storm water on site, not by piping off-site. 3) Maintain/enhance/expand green space, and Willamette Greenway. Locating businesses & retail near ped. Improvements and green space/parkland raises value of location siting. 4) Integrate transportation and land use by emphasizing transportation corridor study. Develop alternative that features multi-way boulevard. 5) Work with LCC Small Business Development Program to grow/seed local business footprint associated w/MUC study area.
- I am excited that this is being investigated. A mixed use commercial/residential development on the Schmidt homesite would be much better than the cheapie houses they have planned and would align with these goals well. Also, while I appreciate the crosswalks that have been installed on RR, they need lights! Without lights pedestrians are often missed or ignored by drivers. This makes the crosswalks more dangerous than a mid-street crossing because the pedestrians believe they are more safe, when often they are not.
- I think it's safe to say that most people on River Road would like greatly diminished automobile traffic on that street. Indeed, the speed limit should be lowered to 30 mph, as on 6th and 7th Avenues. Also, through traffic should be encouraged to use Northwest Expressway. We need a grocery store like Capella's to move in nearby. Perhaps the city and county could offer tax breaks to entice such a store. Thank you.
- I like the River Road area. I wish for less traffic (safety & noise pollution, gas pollution). I would love if we had a natural/organic food store in our area where I could walk to. The closest is the Red Barn and it is rather far away for walking & carrying groceries back home. Thank you for the survey & your work.
- Income data is personal & private. Unless you're the IRS, it's off-limits. Please leave River Road alone. The contrast between Blair Blvd, a thruway commercial space (ZERO gov't intervention) is clear. Leave things be. They will seek their own natural order. Also, give the River Road Park the \$100,000 the city reneged on.
- This is a poorly designed survey. I do not believe that the purpose of this study is to make River Road more livable, vibrant, or self-sufficient. I believe the purpose of this study is to invent public resources in private development. This has proven to be a failed concept throughout

Eugene. The study area should be left alone except for expanding the park and greenway through the entire study area. The services also avoid the obvious. Most services & products are located across the river to the north which is best accessed by bike or walking. Why do you ignore this?

- Left Q-11 blank because the bulk of our food comes from farmers markets & CSA – so the addition of a food store would not increase our shopping in this area. This addition would create more car traffic/travel and discourage buying from local farms. If you added a drop/spot CSA/local farmer site for this service, I could support this. Also, the land in the study area is classed as class “1” farmland, development on any open space area would be criminal, destruction of potential land for food. With the cost of gasoline and the impact of increased carbon, this would be a dis-service. Encourage food security, not traffic or paving. Development always favors the developer. Increase greenway between RR and the river. Put in large grocery/organic across the river which has already missed use, walking, biking, and bus access.
- The selection of stores south of Beltline, River Road area is limited. We now have Dollar Store & Grocery Outlet which seems to indicate our area as low rent. We would like to have a small organic/bakery store similar to Solstice Foods, which used to be in the current Countryside Pizza.
- River Road creates a strong barrier for walking/biking and we have very little reason to cross it. Most of our business is done in other parts of Eugene. I do use Auto Repair Services of River Road, as well as Goodwill, Burrito Boy, & 7-11. I think traffic-calming devices, lower speed limit, neighborhood signage could all contribute to making the RR corridor into more of a neighborhood gathering place.
- Please try to get rid of the porn shop at the south end of River Rd (north of Chambers overpass on west side of RR). Everyone driving along RR goes right past that shop. It sets the tone and environment and creates the impression that River Rd is a low class, seedy neighborhood. I would support an outright ban on porn shops and gun shops along RR. They depress our property values and create an environment that is not community or family oriented.
- Time traffic lights for flow of traffic. It makes very little sense and wastes energy to accelerate to forty miles an hour between every light and then have to stop only to accelerate to forty again. This practice encourages motorists to speed to make the lights when they see them green ahead so that they may not have to stoop or can run the yellow light. River Rd. speed limit should be 30 mph. I have witnessed people exceeding 50 mph on River Rd. many times. The new crosswalks on River Rd. are a step in the right direction, but there should be more of them and they should be better lit and more obvious to the motorist. Maybe flashing yellow lights.
- 1) River Road itself is the biggest impediment to neighborhood cohesion. It is too fast, loud, & wide. The best proposal for a remedy I have heard of is the multi-way boulevard. 2) The greenway bike path could be used much more as a commercial connector. How about a riverside bakery/café in place of some of the blackberry patches and blue-tarp back lots? 3) I would urge an emphasis on native plantings, especially in the tree layer: Oregon White Oak & Ponderosa Pine especially. We need these trees to keep our sense of place. Thanks for asking.
- It is one of my enduring frustrations that we have no convenient, high quality grocery store or Farmers Market in this area. Ray’s wasn’t bad, but it was quite a ways out of the southern RR area. I prefer to shop locally, but quality is important, which is why Market of Choice gets most of my meat budget.
- 1) A no larger than 10,000 sq ft grocery market with a good selection of natural foods, including fresh meat and fish, and fresh and local produce.. Or a smaller natural foods grocery store. 2) A small public plaza with farmer’s market on the weekend, supporting local farmers and adding to

neighborhood vitality. 3) More restaurants with healthier and organic food choices. A bakery/café similar to the former Solstice Bakery (or the L&L market across town). Solstice was especially nice because it had multiple operations under one roof – bakery, short order pizza counter, soup/salad bar, small natural foods grocery. It was a lively and attractive place to meet friend and socialize. River Road needs more places like this for social gatherings and social interactions. 4) A branch of the Oregon Community Credit Union, or at least an ATM within a market. 5) Consider the area as a site for an incubator for “growing” and assisting small local businesses focused on “green” and “sustainable” products and services. Also for cutting edge services and facilities such as a solar-powered electric vehicle power station, neighborhood electric car-share site, etc. 6) A branch library (city or county-operated), or a small storefront or “porta” type library kiosk with basic services (but connected with a full service library system). A few public facilities/amenities/spaces, even small ones, will be important elements to creating a real neighborhood feel for this area. 7) Slower traffic and local access lanes on River Road to help create and buffer more ped-friendly sidewalks. Medians with pedestrian crossings, and native landscaping appropriate to the Greenway, including larger canopy native trees. 8) Protect and enhance river and Greenway as quiet sanctuary. Prevent overdevelopment of Greenway properties adjacent to river. Add parcels to the Greenway parks system, including the undeveloped lot at the north end of Rasor Park (with Oregon white oak trees) and part or the entire Lane County parcel north of Briarcliff/Fir Lane. 9) Improve connections to river. More (and more attractive) access points to the river paths, but not necessarily paved. Recognize value of unpaved paths (for storm water infiltration, low impact walking, connection with nature). More inviting and naturalistic interface between commercial properties and the Greenway parks and pedestrian and bike paths. 10) Reduce the huge commercial parking lots along River Road and hide and landscape those that are left. Disallow future parking lots along River Road, including the one City plans call for at Rasor Park. 11) Use “skinny” or “green” street approaches for side streets and parking lots (esp. permeable pavement), and require low impact development approaches to promote storm water infiltration. 12) Lower (and tiered) height limits and stricter size limits on commercial development so it is not totally out of scale with the existing neighborhood and does not completely block solar access and views to river. 13) Require affordable housing be spread throughout medium and higher density housing coming to the neighborhood, but do not allow it to be concentrated in single buildings and developments. Ref. Q-14: The distance to the nearest, average-sized grocery store is more than 3 miles from our home. That store location is RR/Santa Clara/Division Ave, which entails surviving one of the worst intersections in the county (River Rd & Beltline). This is a very strong dis-incentive to walk or bike for grocery shopping.

- We are business owners in River Rd area. Our business not only serves local, but citywide. It would be great to attract other venues to area – foot or bike traffic would be fabulous, but probably unlikely unless other venues possible to draw people to area. Another aspect would be to connect Owosso w/Valley River Ctr. “Park N’ Rive Bike.” Unfortunately, unpleasant foot traffic, unsafe bicycle lanes, especially when adults pull child carts behind. Also, our business this past yr has been vandalized at least 6 times for theft of auto gas, water hoses, & broken windshield of autos. We now have to pursue fencing to keep out the undesirables at night. City police have been no help! Would also recommend business/homeowners spiff up property/or incentive to do so. Nothing cohesive about River Road. Would love “village” feel to River Rd.